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# Advertising

SPECIAL
EXTRAORDINARY
INTRODUCING
NATURAL
LATEST
...DAZZLING!
DOUBLE
The Joy of Getting More.
BUY!
What a buy!
BEST
luxury
Free for all
Essentials
EVER.
new.
SAVINGS.

Introduction

Bibliography

I. The Influence of [illegible]
   1. [illegible]
   2. [illegible]
   3. [illegible]
   4. [illegible]
   5. [illegible]
   6. [illegible]

II. Techniques of [illegible]
   1. [illegible]
   2. Techniques [illegible]
   3. [illegible]
   4. [illegible]
   5. [illegible]

III. [illegible] and [illegible]
   1. [illegible]
   2. [illegible]
   3. The [illegible]
   4. What [illegible]
   5. [illegible]

IV. [illegible] and [illegible]
   1. [illegible]
   2. The [illegible]
   3. [illegible]

# Introduction

Advertising has become such an integral part of our society that as a rule consumers take it for granted without evaluating its presence or its messages.

In fact, most consumers think that advertising is necessary in our economy.[1]

On the average, we see or hear 500 ads per day. We don't pay attention to each one; indeed, most of us would be hard-pressed to recall ten of them. But this does not mean that advertising is ineffective or a waste of money. Advertising is an extremely effective method of attracting the consumer's attention and focusing that attention on a particular brand-name or place of business.

It is not the advertiser's intent that all consumers will be attracted by all advertising. In fact, according to the advertisers, "...only a small percentage of a newspapers' readers will read a particular advertisement. However, the expectation is that the response from the small percentage will more than justify the cost."[2]

If a consumer is not attracted by one particular ad, s/he may be hooked by the same ad repeated several times. "One purpose of repetitive advertising for any product is to entice us not only to buy a particular type of item but to accept a certain brand name as the almighty...all of this advertising is not so much to sell as to presell, to precondition the consumer so that when the moment of purchase comes, s/he will choose that brand."[3]

Whether the purpose of advertising is to evoke a particular response to a particular ad or to condition consumers to recognize and buy a brand name, advertising is a major force in influencing how consumers spend their money.

Yet, according to a recent study by the Canadian Radio-Television Telecommunications Commission (CRTC), most Canadians do not believe themselves to be influenced by advertising. They do believe, however, that *others* are influenced by advertising to buy things that they do not need. Overall, the study concluded that Canadians are reluctant to admit the influence that advertising may have on their purchase behavior.[4]

Because advertising plays a major role in the consumer's decision-making process and because consumers, on the whole, are not aware of the influence, this kit has been developed to help consumers:

1) analyse the advertising that surrounds us;
2) recognize the techniques used to influence us to purchase a product;
3) examine our past purchases in order to evaluate the influence that advertising has had on us; and,
4) use our awareness of advertising's influence to our advantage in future purchases.

The package consists of six sections dealing with:

The Influence of Advertising
The Techniques of Advertising
Women & Advertising
Children & Advertising
Food Advertising
A Buyer's Guide

There are many audio-visual aids and supplementary materials which can be used with each section of the kit. We recommend their inclusion, wherever possible.

[1] Canadian Radio-Television and Telecommunication Commission, "Attitudes of Canadians Toward Advertising on Television," (1978) p. 5.

[2] Peter T. Zarry and Robert D. Wilson, Advertising in Canada; Its Theory and Practice: (Toronto: McGraw-Hill Ryerson, 1981) p. 8.

[3] Michael S. Lasky, The Complete Junk Food Book, (Toronto: McGraw-Hill Book Company, 1977) p. 11.

[4] CRTC, p. 8.

# Bibliography: Resources on Advertising

Teachers and instructors may wish to use the resources listed here. To borrow these and other materials, or for more specific information on any consumer matter, contact:

Consumer Information Centre
Saskatchewan Consumer and Commercial Affairs
1871 Smith Street
Regina, Saskatchewan S4P 3V7
Telephone: 565-5578

## Books

1. The Advertisement Book by Stanley Skinner. Doubleday, 1975.
2. The Advertisement Book: Teacher's Manual by Stanley Skinner. Doubleday, 1975.
3. Advertising by Dorothy Cohen. Wiley, 1972.
4. Advertising; a Teacher's Guide to a Unit in Consumer Education. British Columbia. Department of Consumer Services, 1975.
5. Advertising in Canada: Its Theory and Practice by Peter T. Zarry and Robert D. Wilson. McGraw-Hill Ryerson, 1981.
6. Attitudes of Canadians toward Advertising on Television. Canada. Department of Supply and Services, 1978.
7. Captains of Consciousness: Advertising and the Social Roots of the Consumer Culture by Stuart Ewen. McGraw-Hill, 1976.
8. The Hidden Persuaders by Vance Oakley Packard. Pocket Books, 1958.
9. Nouveaumania: the American Passion for Novelty and How It Led Us Astray by Truman A. Moore. Random House, 1975.
10. The Permissible Lie: the Inside Truth about Advertising by Samm Sinclair Baker. World, 1968.
11. The Show and Tell Machine: How Television Works and Works You Over by Rose Kohn Goldsen. Dial Press, 1977.
12. Snap, Crackle, and Popular Taste: the Illusion of Free Choice in America by Jeffrey Schrank. Dell, 1977.
13. The Sponsor: Notes on a Modern Potentate by Erik Barnouw. Oxford, 1978.
14. Subliminal Seduction by Bryan Wilson Key. Prentice-Hall, 1972.
15. Weasel Words; the Art of Saying What You Don't Mean by Mario Andrew Pei. Harper and Row, 1978.
16. Understanding Mass Media by Jeffrey Schrank. National Textbook Company, 1975.

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## Films

17. Buy, Buy
Churchill Films, 1973
20 min., colour
Audience: Div. III, IV and adult groups

The techniques used in the making of television commercials are the subject of this film. Two examples, cosmetic and laxative ads, are examined. The men who make commercials discuss the simulation - and distortion - of reality, the creation of fantasy, and the art of persuasion. The film reveals the array of resources used in television advertising - time, money, talent, professional and technical skills - all to persuade consumers to buy.

18. The Consumer Game
Pyramid Films, 1973
20 min., colour
Audience: Div. III, IV and adult groups

The film reviews psychological and motivational techniques used to sell a product. Concepts such as comparison shopping, unit pricing, convenient packaging, financing, guarantees and labels are explained. They are applied to realistic situations spiced with tongue-in-cheek advertisements. Arte Johnson of "Laugh-In" fame is the host. The film is highlighted by a musical background and a theme song suggesting that the consumer "shop around and think before you buy."

19. Consumer Power: Advertising
BFA Educational Media, 1971
22 min., colour
Audience: Div. III, IV and adult groups

Ralph Nader, well-known consumer advocate, and Ted Factor, an advertising executive, address themselves to questions regarding advertising's effect on our daily lives. The practice, philosophy and value of advertising are discussed. Their views are divergent on many points, but the serious tone of the discussion is lightened by interludes of satiric songs and pictures of familiar consumer problems.

20. It's New ... It's Neat ... It's Obsolete
BFA Educational Media, 1973
14½ min., colour
Audience: Div. III, IV and adult groups

"Honest" Louie Ballou, used-car dealer, explains to us "confidentially" how fashion and gimmickry create obsolescence and how consumers can use boycotting or not spending to get the most for their money. Although Louie makes us laugh, the implications of the film are complex. This film is a vivid springboard for discussion of the concepts of fashion and gimmickry, manufacturer-created obsolescence, and value for the consumer.

21. Killing Us Softly: Advertising's Image of Women
Cambridge Documentary Films, 1979
28 min., colour
Audience: Div. IV (preview advised) and adults

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Jean Kilbourne, the film's narrator, shows ads from a variety of media to analyze certain types of advertising directed at women. She talks about psychological and sexual themes that appear in many ad campaigns, as well as distortions and manipulations that advertisers use to sell cosmetics, hygiene products, drugs and other consumer items. Ms. Kilbourne views the advertising industry as preying on the fears and insecurities of every consumer. Although the ads may seem harmless or funny themselves, they add up to a powerful form of cultural conditioning - and their message is deadly serious. For mature students,Division IV (preview advised) and for adult groups, seminars and workshops.

22. The Medicine Show
Consumers Union, 1980
31 min., colour
Audience: Division III, IV and adult

This film provides product information on health aids and medications commonly advertised on television commercials. Products such as mouthwashes, soaps, hair dyes, aspirin, acne remedies, suntan lotions, antacids and cold remedies are covered. Consumers having watched and discussed the program should be able to evaluate the effectiveness of health and beauty aids before buying, and should have a healthy skepticism about their claims.

23. Promises
Ramsgate Films, 1978
21 min., colour
Audience: Div. III, IV and adult

This film explores the influences of television advertising on our lives. Narrated by Stacy Keach, the film looks at a series of entertaining satires on television commercials, which are examples of deceptive techniques such as: fear tactics, implied promises, misleading photography, and use of jingles and slogans. In conclusion, this film brings up the viewpoint that advertising shapes our society by selling us a system of values along with the product.

24. 60 Second Spot: the Making of a Television Commercial
Pyramid Films, 1974
25 min., colour
Audience: Div. III and up

Although geared for film study, communications and sociology, this film is appropriate for a study of advertising, as well. The film deals with the production of a big-budget TV commercial (in this case, a 7-up ad). It clearly shows the time, effort and expense involved in what, to many, would be a trivial affair.

25. Ways of Seeing: Advertising ....
British Broadcasting Corporation, 1973
30 min., colour
Audience: Div. IV and adult groups, university

English art critic, John Berger, challenges viewers to examine the values of our society as they are shown in modern advertisements. He discusses how advertising manufactures an image of glamourous and enviable people, and how advertisements contain the idea that "you are what you have." Berger does not provide simple answers to the complex questions he raises, but asks viewers to judge his arguments in the light of their own experience. A sophisticated film for a mature audience.

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## Teaching Kits

26. Adbox: Advertising as Literature, Education and Persuasion
Learning Seed Company, 1978
Kit (3 filmstrips, 4 cassettes, 1 spirit master)
Audience: Div. III, IV and adult

The kit is for classes in consumer education, English, persuasion, mass media, communication, psychology and critical thinking. The three sound filmstrips explore the way language is used in advertising, how it affects our values, what it "teaches" us, and how the techniques used by advertisers get us to buy. The remaining cassette tape supplies a test in which students listen to claims made in ads to determine exactly what is being promised. The tape comes with a spirit master answer sheet.

27. Advertising by William L. Johnston
United Graphics, 1975
Kit
Audience: Div. III and IV

This folder or LAP (Learning Activity Package), containing material for duplicating and a teacher's manual, takes 3 to 5 hours to complete. Students learn to evaluate and use ads constructively and to interpret the numerous advertising messages they receive each day. Ads that are manipulative and misleading are also discussed.

28. Advertising Analysis
Learning Seed Company, 1980
Kit (38 slides, manual)
Audience: Division IV and adult

The kit contains 38 colour slides of typical advertisements and a teaching guide offering detailed analysis of each ad. Persuasive language, visual impact, psychological selling devices, social meanings, and values messages are looked at. The program will help students see ads as reflections and shapers of society and will help make them more aware of the unconscious part of this information environment.

29. Advertising: the Image Makers
Xerox, 1974
Kit
Audience: Div. III and up

Visual and verbal techniques of advertising are examined closely in this comprehensive unit. The filmstrip shows how ads are produced. Posters, teaching guide and thirty student workbooks cover such aspects of advertising as components of television ads, eight basic emotional appeals in advertising, and product information versus unsupported claims. Parts may be useful for lower grades.

30. Consumer Studies: Buyer Beware
Guidance Associates, 1972
Kit (1 filmstrip and cassette)
Audience: Div. III and up

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This kit presents a few examples of current malpractice in manufacturing and selling. Misleading and fraudulent offers are examined and practices such as misleading packaging, quackery and "bait and switch" are illustrated. The program pointedly emphasizes that deception and misrepresentation are not necessarily illegal or readily visible. Also, fraud, defined as intent to deceive, is hard to prove.

31. Doublespeak Box: Reading the Information Environment by Jeffrey Schrank.
Learning Seed Company, 1976
Kit
Audience: Div. III and up

The kit's purpose is to help students become more aware and critical of the persuasion of advertising around them. It not only concerns itself with deceptive communication but with honest persuasive communications as well. Material can be used in 3 to 6 class periods in language arts, consumer education and psychology classes.

32. The Exploited Generation
Guidance Associates, 1969
Kit (2 filmstrips and cassettes)
Audience: Div. III and IV

Teenagers today have more money to spend than any group of similar age in history. Because of their youth, impressionability and inexperience, they are often a prime target for exploitation. This program attempts to confront teenagers with this exploitation and explains the value of practical consumer education.

33. Exploring the Marketplace: the Claims and the Facts
Consumers Union, 1977
Kit (3 filmstrips and cassettes)
Audience: Div. III and up

Three commonly-used products are examined: acne remedies, pain relievers, and shampoos. Each program contains helpful information and sound advice based on Consumers Union test results. Thirty 4-page student activity booklets accompany each topic.

34. Getting Down to Basics about Advertising
Canadian Advertising Advisory Board, 1977
Kit (2 filmstrips and cassettes)
Audience: Div. IV and adult

Other parts of the kit include a teacher resource manual, a resource booklet which looks at possible benefits of advertising and a number of student materials. The Board states, "These materials have been prepared in direct response to consumer educators who expressed a need for more material from business on business practices." Advertising's role in marketing is discussed.

35. The Marketplace; a Resource Kit for Teaching Consumer Education
Changing Times Education Service, 1971
Kit
Audience: Div. III and up

Three units are included: 1. How to use advertising; 2. Avoiding gyps

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and frauds (including the simulation Swindle); and 3. Safeguards for shopping. Each unit contains teaching aids such as bulletin board projects, student activities file, transparency masters and case study booklets.

36. Marketplace Ethics
Schloat Productions, 1975
Kit (5 filmstrips and cassettes)
Audience: Div. IV

The purpose of the five-part kit is to question and make students think about their sense of right and wrong and of honesty and dishonesty. Values and how they affect everyday marketplace transactions are discussed. Titles include: 1. What's in a label; 2. The hidden ingredient; 3. Taken for a ride; 4. Whom do you trust?; and 5. Promises, promises.

37. Packaging the Message by Tom Crone
EMC Corporation, 1972
Kit (1 filmstrip and cassette)
Audience: Div. III and up

Part of a program called What's Going on Here?: a Study of Media and Propaganda, this filmstrip and cassette focus on such devices used in propaganda/persuasion as colour, shape, size, placement and special camera effects of the media message.

38. Persuasion Box
Learning Seed Company, 1974
Kit
Audience: Div. III and IV

The kit contains various media - print (a book on mass media and the news, and an article on the claims of advertising); filmstrip (contains familiar ads from magazines and television) and a short 16 mm. film (a television commercial). Advertising and propaganda are examined from a psychological viewpoint. Two simulation games (Claim Game and Propaganda) can be played to test student's knowledge. Especially suited to an English class.

39. The Shopping Game; the Art of Skillful Buying by Jeffrey Schrank
Learning Seed Company, 1979
Kit (2 filmstrips, 2 cassettes, one deck "Consumer Research Projects" and cards, class exercises and booklet)
Audience: Division IV and adult

The kit is designed to help consumers become more skilled buyers. Becoming informed about the product under consideration and knowing the traps of the marketplace help avoid frustration and wasted time and money. Students are taught how to do their own consumer research on a product and how to evaluate a store. Contents of the kit includes 2 filmstrips and cassettes, class set of a booklet, "A Guide to Winning the Shopping Game," and other class activities.

40. Television and Values
Learning Seed Company, 1976
Kit (1 filmstrip, 1 cassette, folder,2 books, project cards)
Audience: Div. IV and adult

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The kit is designed to provoke an in-depth consideration of the role of television in the lives of the students and those around them.

41. "What's Going on Here?": a Study of Media and Propaganda
EMC Corporation, 1972
Kit (5 filmstrips and cassettes)
Audience: Div. III, IV and adult

The impact of today's mass media on the individual is described. The program is designed to offer practical guidelines for living in a media-dominated world and presents students with new ways of thinking about what they see, read, and hear. A 75-page manual as well as spirit masters containing student activities are included. Contents of the filmstrips are: 1. Media and its impact; 2. Facts and otherwise (distortion and interpretation by the media); 3. Semantics: the nuts and bolts of persuasion; 4. Packaging the message; and 5. The "You" factor.

42. Youth and Media Marketing
Universal Education and Visual Arts, 1975
Kit (4 filmstrips and cassettes)
Audience: Div. III and IV

This series reveals what goes on behind the scenes in the marketing process. Contents include: 1. The development of media marketing; 2. The marketing man's view; 3. Youth: a marketing target; and 4. Individual action.

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# Section I

## The Influence of Advertising Guide

Try to imagine everyday life without advertising.

- There would be no signs on the exteriors of buildings, in parking lots, on gas pumps, in windows, or on trucks or buses.
- There would be no notices nor neon lights.
- Newspapers and magazines would shrink in size.
- The radio would play continuous music and television programs would run without interruption (if you were a paid subscriber).
- There would be no billboards, no flyers, no catalogues, no coupons, no "junk" mail, and no Yellow Pages.
- There would be only plain T-shirts and ballcaps.
- No one would appear at your door selling tickets or chocolates.
- All packages would look the same.
- There would be no free samples or calendars.
- New products would arrive in stores unannounced.
- There would be no "sales," especially on food items.

Advertising surrounds everyone, yet a majority of Canadians surveyed thought that it did not affect them.

The aim of this section of the kit is to assist you as a consumer to become aware of advertising, the size of the industry and its pervasiveness. Included in this section are the following sheets:

Advertising: Some Stats and Facts
Advertising: Does It Affect You
Medicine Cabinet Inventory
*The Medicine Show* Fact Sheet
Household Medication Puzzle

"Advertising: Some Stats & Facts" summarizes the amount of money that is spent on advertising each year, the largest groups of advertisers, and the location of their ads.

Because most Canadians do not believe that they are influenced by advertising, "Advertising: Does It Affect You?" asks some questions that will encourage you to think about some specific ads and where you see them. The first step in analyzing advertising and its influence is to realize that we do listen to and watch ads, without consciously making a decision to do so.

"The Medicine Cabinet Inventory" provides a checklist for you to compare your past purchases with the advertising of brand name products. This inventory can be used along with the information in The Medicine Show fact sheet to assess whether there is a real or created need for the product and whether the brand purchased is the best buy on the market.

The information in The Medicine Show is quoted from a 16 mm film of the same name which may be borrowed free of charge from the Consumer Information Centre, Saskatchewan Consumer and Commercial Affairs, 1871 Smith Street, Regina, or phone (collect) 565-5578.

"The Household Medication Puzzle" is provided as a review of many of the names found in The Medicine Show.

Once advertising has been recognized as an influence on the consumer's past purchases, it can be used to the consumer's advantage in making future purchases. It provides information on competetive business and service locations, on new products and on "sales" which consumers can use to get the best value for their dollars.

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# Advertising
# Some Facts & Stats

The average Canadian spends 1200 hours per year watching television and 10 hours per year reading books.[1]

98% of Canadian homes have a television set[2]
99% of Canadian homes have indoor plumbing.[3] This indicates that television has become as much of a necessity in most homes as indoor plumbing.

Saskatchewan viewers watch television for an average of 3 hours per day. The national average is 4 hours per day.[4]

We "see" an average of 500 ads per day on television, radio, newspapers, magazines, flyers, in direct mail, and on billboards.[5]

In Canada in 1981, advertisers spent $179.00 per person on advertising, up from $98.00 per person in 1976.[6]

Most of the advertising dollar is spent in newspapers ($1,223,500,000 per year) with television advertising running second ($695,000,000).[7]

A full page ad in a local Saskatchewan paper costs $866.00 per day (without colour) and $1216.00 per day (with two colours).[8]

The cost of advertising, like every other business expense, is paid for out of the consumers' pocketbook.[9]

"Money will be invested in advertising only when management concludes it will be more productive than other methods of building business."[10]

The 10 largest advertisers in Canada in 1979 were:

| | | |
|---|---|---|
| 1. | Government of Canada | $27,251,042 |
| 2. | General Foods | $20,495,515 |
| 3. | Proctor and Gamble | $20,126,800 |
| 4. | Quebec Government | $14,291,839 |
| 5. | General Motors | $13,523,477 |
| 6. | Kraft | $13,433,455 |
| 7. | Carling O'Keefe | $12,429,951 |
| 8. | The Molson Companies | $11,800,584 |
| 9. | Imasco | $11,395,334 |
| 10. | John Labatt | $10,936,123[11] |

# Footnotes

[1] Rita Deverell, "Viewers Need to Understand Better Their Personal Responses to Television," Saskatchewan Bulletin, 31 October, 1979, p. 6.

[2] Market Highlights, Alberta Consumer and Corporate Affairs, Vol. VII, No. 4, April, 1982.

[3] Statistics Canada, May, 1981.

[4] Peter T. Zarry and Robert D. Wilson, Advertising in Canada; Its Theory and Practice; (Toronto: McGraw-Hill Ryerson, 1981) p. 8.

[5] Jean Kilbourne, Killing us Softly; The Advertisers' Image of Women, (Cambridge Documentary Films, 1979).

[6] Peter T. Zarry and Robert D. Wilson, Advertising in Canada; Its Theory and Practice, p. 9.

[7] Maclean Hunter Research Bureau, Market Research Facts and Trends, December, 1981.

[8] Regina Leader Post, May, 1982.

[9] Peter T. Zarry and Robert D. Wilson, Advertising in Canada; Its Theory and Practice, p. 10.

[10] Ibid, p. 8.

[11] Ibid, p. 62.

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# Advertising
# Does It Affect You ?

What is your favorite advertisement?

What do you like most about it?

Do you purchase that product?

Is there an advertisement you dislike?

What irritates you about it?

Do you purchase that product?

Where do you notice ads most:

television ___________
radio ___________
newspaper ___________
magazines ___________
billboards ___________
flyers ___________
other ___________

Think of 4 ads that you can remember and identify by name.

____________________ ____________________

____________________ ____________________

Identify:
1) the age or lifestyle group it is aimed at.
2) which advertising technique is being used.
3) does the "feeling" being sold have anything to do with the product?
4) exactly what is said.

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# Medicine Cabinet Inventory

Do you purchase:

- mouthwash ☐
- toothpaste ☐
- antiperspirant ☐
- deodorant ☐
- deodorant soap ☐
- vitamins ☐
- iron supplement ☐
- pain reliever ☐
- acne remedy ☐
- skin care lotion ☐
- sun tan lotion ☐
- antacid ☐
- decongestant ☐
- cough syrup ☐

Have you seen an advertisement for the:

- mouthwash ☐
- toothpaste ☐
- antiperspirant ☐
- deodorant ☐
- deodorant soap ☐
- vitamins ☐
- iron supplement ☐
- pain reliever ☐
- acne remedy ☐
- skin care lotion ☐
- sun tan lotion ☐
- antacid ☐
- decongestant ☐
- cough syrup ☐

Can you remember the brand name of the product you purchase:

mouthwash ______________

toothpaste ______________

antiperspirant ______________

deodorant ______________

deodorant soap ______________

vitamins ______________

iron supplement ______________

pain reliever ______________

acne remedy ______________

skin care lotion ______________

sun tan lotion ______________

antacid ______________

decongestant ______________

cough syrup ______________

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# The Medicine Show

The purpose of advertising is to encourage consumers to buy a product. Sometimes the ad must first convince people that they need the product.

Billions of dollars are spent annually to purchase "health and beauty aids." If the need for the product and the purchase of it are based on the information in television commercials, Consumer Reports magazine states that consumers are wasting their money.

For your information, Consumer Reports provides the following advice about "health & beauty aids" in the film, The Medicine Show:

| Don't Buy | Do Buy |
|---|---|
| 1. Toothpaste<br>Pearl Drops, Close Up, and McLeans contain no ingredients which can whiten teeth. | |
| 2. Mouthwashes<br>Lavoris, Scope, Listerine, and Astring-o-sol contain alcohol which dries the mouth and may be harmful.<br>Odour from onion and garlic comes from the lungs so a mouthwash is ineffective. | S. T. 37 and Glyoxide do not contain alcohol. Buy these if you use a mouthwash. |
| 3. Antiperspirants & Deodorant Soaps<br>Aerosols should not be used. They cost more and contain carcinogenic (cancer-causing) particles. | Lotions and roll-ons are the most effective type of deodorant. |

| Don't Buy | Do Buy |
|---|---|
| Dial, Zest, Coast, Lifebuoy, Safeguard and Irish Spring are deodorant soaps whose safety has not been proven. In fact.studies are underway to examine the chemicals in these products and their safety. | Use plain soap and water, e.g. Dove, Palmolive, Ivory, Jergens, Sun, Camay, Caress, Yardley, Sunlight. |
| 4. Iron Supplements<br>Geritol, One-a-Day Plus Iron, FemIron, Stresstab 600 with Iron are a waste of money and unnecessary. Most people do not need an iron supplement. | See your doctor and have a blood count to determine if you need iron. |
| 5. Hair Dyes<br>Hair dyes containing the formula 4-MMPD has been found to cause cancer in test animals. The container must carry a warning label.<br>The formula 4-EMPD has not been tested yet and many manufacturers use it because the cartons do not have to carry the warning.<br>If a hair dye must be used, use as little as possible, dye less often, use smaller amounts and rinse thoroughly.<br>Women of child-bearing age should avoid hair dyes as they can cause fetal damage. | |

| Don't Buy | Do Buy |
|---|---|
| 6. Pain Relievers | |
| Bayer is aspirin but more costly then store brands. | Buy the cheapest store brand aspirin (A.S.A.). |
| Anacin contains only 20% more A.S.A. than aspirin but costs four times as much. | Drink a full glass of water with aspirin to avoid stomach upset. |
| Excedrin's pain relieving ingredients are less then one aspirin. | Acetaminophen is another effective pain killer that can be used if aspirin causes stomach upset. Buy the cheapest store brand acetaminophen rather than highly advertised and more costly products like Tylenol. |
| Bufferin contains very small amounts of antacids but costs much more. | |
| Alka-Seltzer contains aspirin which upsets stomach ulcers. Avoid using it. | |
| 7. Acne Remedies | |
| Stridex, Phisoderm, Cuticura, Propa-P.H. and Noxzema do not contain any ingredients which are effective against acne. | Sulfa, salicylic acid resorcinol and benzoyl peroxide are effective ingredients against acne. |
| Clearasil contains a chemical (Triclosan) which is presently under study as a potential health hazard. Avoid this product until more information is available. | Buy products like Oxy 5 and Topex which contain the above ingredients. |

| Don't Buy | Do Buy |
|---|---|
| 8. Suntan Lotions<br>Olive oil, cottonseed oil, Baby Oil, coconut oil, glycerine, and cold creams do not work. In fact, they increase the chance of burning. | Buy sunscreen products labelled according to the Sun Protection Factor (S.P.F.). Numbers range from 1 to 15. The higher the number, the greater the protection. |
| 9. Antacids<br>Rolaids, Alka-Seltzer and Bromo-Seltzer are expensive forms of sodium bicarbonate. | Plain household soda is as effective and much cheaper. |
| Tums contains calcium carbonate and can actually increase stomach acid and indigestion. Don't buy. | Milk of Magnesia.Di-Gel, Gelusil, Maalox and Mylanta contain aluminum and magnesium which are effective ingredients for indigestion.<br>Buy the cheapest store brand Milk of Magnesia. |
| 10. Cold Remedies<br>Contac C contains a time-released formula which is erratic and the dosage is too small to be effective. Don't buy. | Sudafed, Novafed, D-Feda, and Propadrine do not contain antihistamines and may relieve congestion. |
| Dristan, Alka-Seltzer Plus, Coricidin II, Sinarest and Sine-off contain an antihistamine which is used for allergies and is useless against colds. There are side effects such as drowsiness and slowed reactions. Don't buy. Do not combine with alcohol. | Neosynephrine and Otrivin nose drops, used as directed, may relieve stuffy noses. Don't over-use.<br>A vaporizer may help you breath easier. |

Saskatchewan
Consumer and
Commercial
Affairs

# Household Medication Puzzle

Find the following words in the puzzle below and circle them. The words may be found in all directions - vertically, horizontally, diagonally, backwards. The letters are often used in more than one word so do not cross them out. The letters not included in the list of words spell a message.

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| L | I | S | T | E | R | I | N | E | E | E | P | O | C | S |
| I | P | A | U | M | A | A | L | O | X | S | U | N | R | T |
| F | R | L | M | W | I | A | S | R | C | O | E | I | E | R |
| E | F | I | S | D | I | E | E | C | E | D | S | R | S | O |
| B | E | C | S | D | Y | Y | O | A | D | A | O | E | O | P |
| U | M | Y | O | H | A | E | N | X | R | L | L | F | R | E |
| O | I | L | X | B | S | A | E | Z | I | I | C | F | C | R |
| Y | R | I | Y | N | C | P | E | S | N | S | D | U | I | R |
| X | O | C | 5 | I | O | S | R | U | M | U | I | B | N | E |
| E | N | E | N | T | T | R | S | I | C | L | G | H | O | M |
| D | P | R | O | P | A | D | R | I | N | E | E | E | L | U |
| I | C | K | P | L | O | T | I | R | E | G | L | F | O | S |
| R | R | A | C | E | T | A | M | I | N | O | P | H | E | N |
| T | O | V | S | A | G | L | Y | C | E | R | I | N | E | O |
| S | U | L | F | A | L | U | E | C | C | A | T | N | O | C |

Acetaminophen
Anacin
A.S.A.
Bayer
Bufferin
Close-Up

Consumer Reports
Contac C
Dial
Di-gel
Dye
Excedrin

FemIron
Gelusil
Geritol
Glycerine
Irish Spring
Lifebouy

Listerine
Maalox
Oil
Oxy 5
Propadrine
Resorcinol

Salicylic
Scope
Soda
Soap
S.P.F.
Stridex

Sulfa
Topex
Tums
Zest

_ _ _ _   _ _ _ _ _ _ _ _ _   _ _ _ _ _

_ _ _   _ _ _ _ _

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# Household Medications
# Puzzle
# Answer Key

Wise consumers check for value.

**Saskatchewan
Consumer and
Commercial
Affairs**

## Section II

# Techniques of Advertising Guide

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JAN 11 1983
REGINA

As consumers become aware of the advertising around them, they will notice the various methods of presentation. There are almost as many ways to present an advertising message as there are messages, but they all have one common goal -- to catch consumers' attention and inspire them to buy that product.

The purpose of this segment of the kit is to provide information which will enable consumers: to recognize the various advertising techniques,
to analyze exactly what is said,
to recognize the underlying messages in the imagery of the ads and,
to recognize legitimate advertising practice.

Included in this section of the kit are the following:

Techniques of Advertising
Advertising Slogan Quiz
Name Brand Quiz
Advertising: The Law & Codes

The "Techniques of Advertising" uses examples to illustrate the various methods used by advertisers: the special language, the manner of presentation, and the images created.

One of the most widely used techniques of advertising is the "slogan". The "Advertising Slogan Quiz" lists current and classic advertising slogans minus the name of the product. This activity tests consumers' awareness of advertising jingles and slogans and their ability to supply the correct answers.

A major purpose of advertising is to familiarize consumers with a particular brand name. Sometimes, this is so successful that the brand name becomes synonomous with the product. The "Name Brand Quiz" provides clues to brand names which have become part of everyday speech and tests consumers' familiarity with these products.

"Advertising: The Law & Codes" uses a question and answer format to summarize some of the questions consumers have about the truthfulness of various advertising and marketing techniques.

As consumers begin to analyze what the ads actually say as well as the underlying messages, they are better able to critically evaluate whether a product will suit their needs or whether the need for a product was created by the ad. It is at this point that consumers can begin to use advertising to their best advantage. When the moment of purchase arrives, consumers will no longer reach for the highly advertised product because it is most familiar, but will purchase a product based on an analysis of need and a comparison of quality and price.

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Commercial
Affairs

# Techniques of Advertising

Advertisers use a variety of methods to encourage consumers to buy their products. Special language is used. Different styles or methods are employed. Certain images are created. Listed below are some of the most common advertising techniques followed by examples of each and an explanation.

## I. Special Language

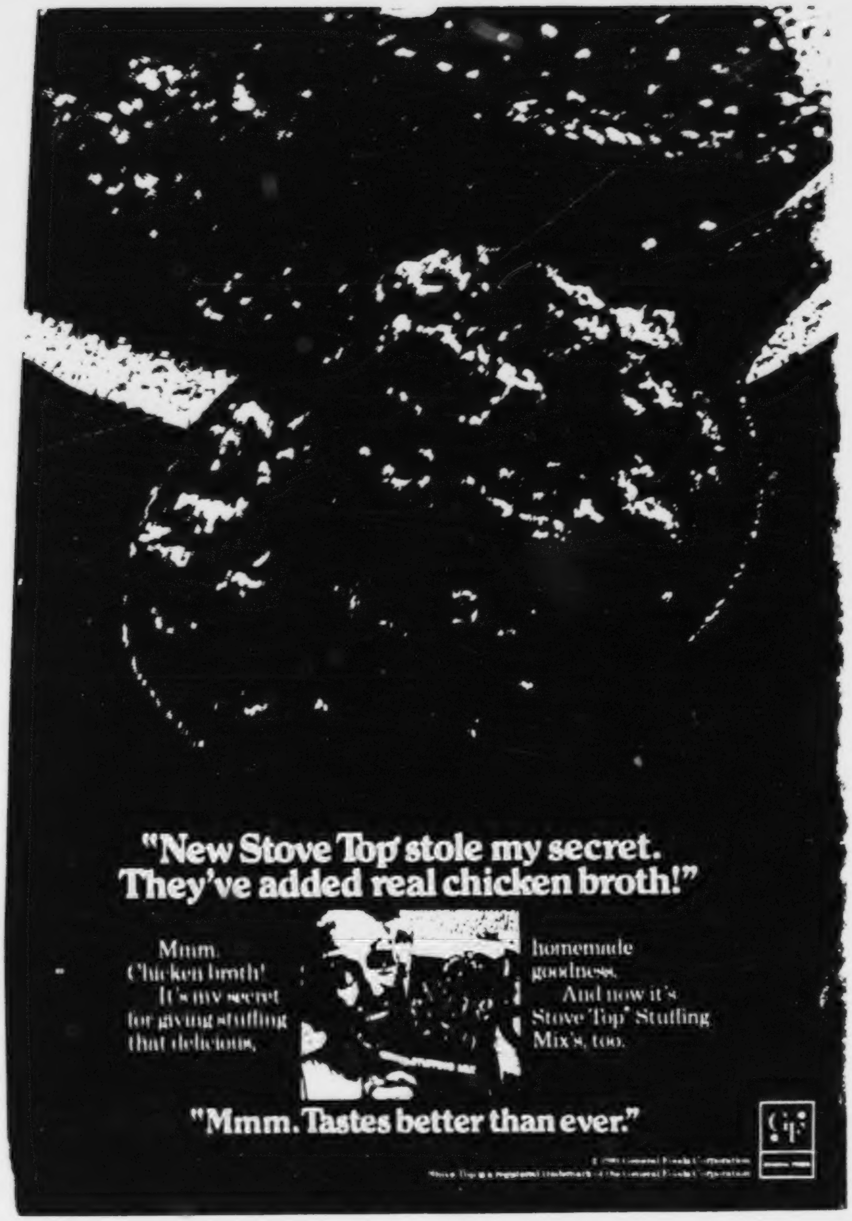
1. New, improved
2. uniqueness claim
3. unfinished claim
4. vague claim
5. rhetorical question
6. fear tactics
7. slogans & jingles
8. repetition
9. snobbery
10. scientific claim
11. intellectual flattery

## II. Different methods of presentation

1. interview
2. testimonial
3. demonstration
4. implied promise
5. premiums/free gift
6. association
7. entertainment

## III. Images

1. stereotyped
2. sex appeal
3. physical prowess
4. physical transformation
5. enhanced self-image
6. social stratification



"New Stove Top stole my secret. They've added real chicken broth!"

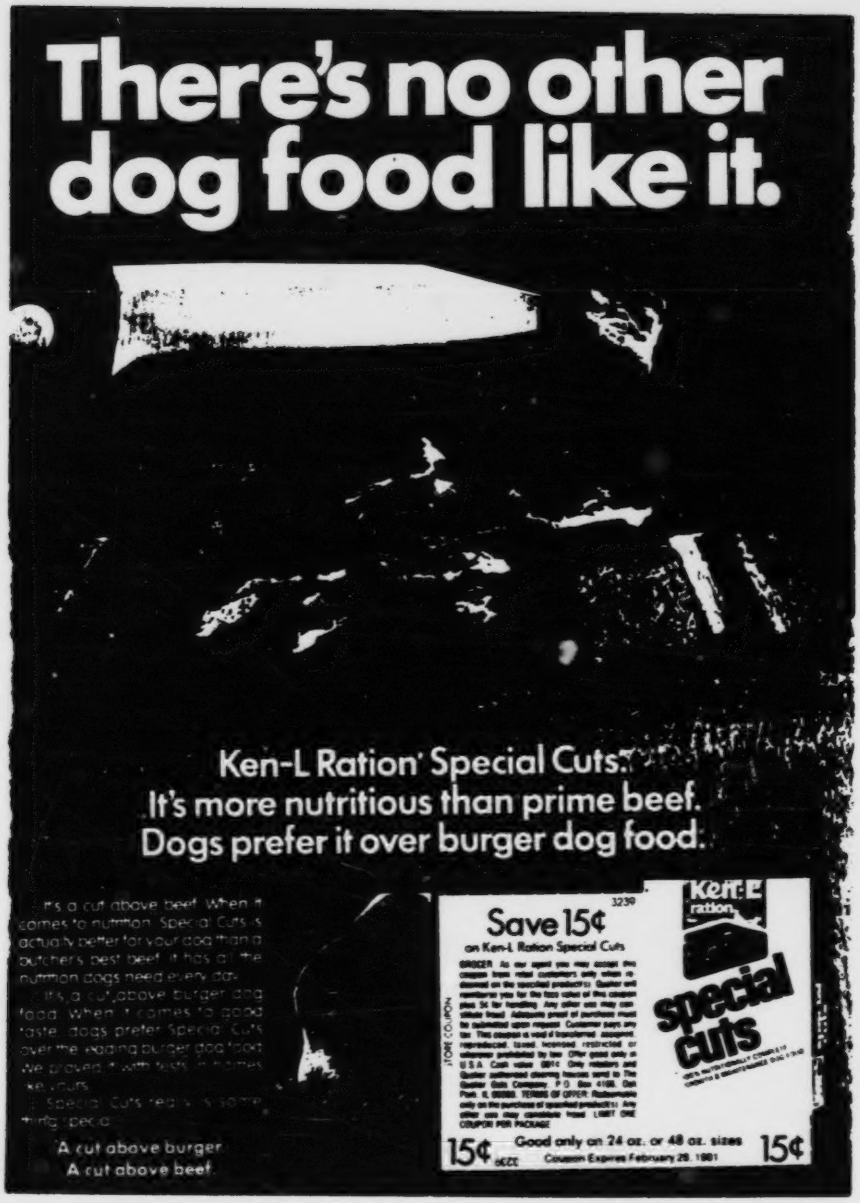
Mmm. Chicken broth! It's my secret for giving stuffing that delicious, homemade goodness. And now it's Stove Top® Stuffing Mix's, too.

"Mmm. Tastes better than ever."

© 1980 General Foods Corporation
Stove Top is a registered trademark of the General Foods Corporation

New Improved

1. "New" or "improved" or both claims are made about a product so we'll try them one more time.



# There's no other dog food like it.

Ken-L Ration Special Cuts.
It's more nutritious than prime beef.
Dogs prefer it over burger dog food.

It's a cut above beef. When it comes to nutrition, Special Cuts is actually better for your dog than a butcher's best beef. It has all the nutrition dogs need every day.

It's a cut above burger dog food. When it comes to good taste, dogs prefer Special Cuts over the leading burger dog food. We proved it with tests in homes like yours.

Special Cuts really is something special.

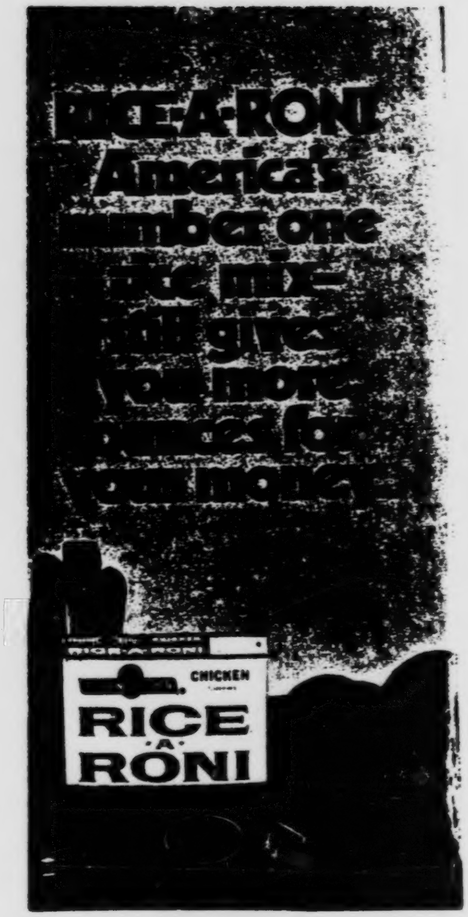
A cut above burger.
A cut above beef.

STORE COUPON
3239
Save 15¢
on Ken-L Ration Special Cuts

15¢ Good only on 24 oz. or 48 oz. sizes 15¢
Coupon Expires February 28, 1981

Uniqueness

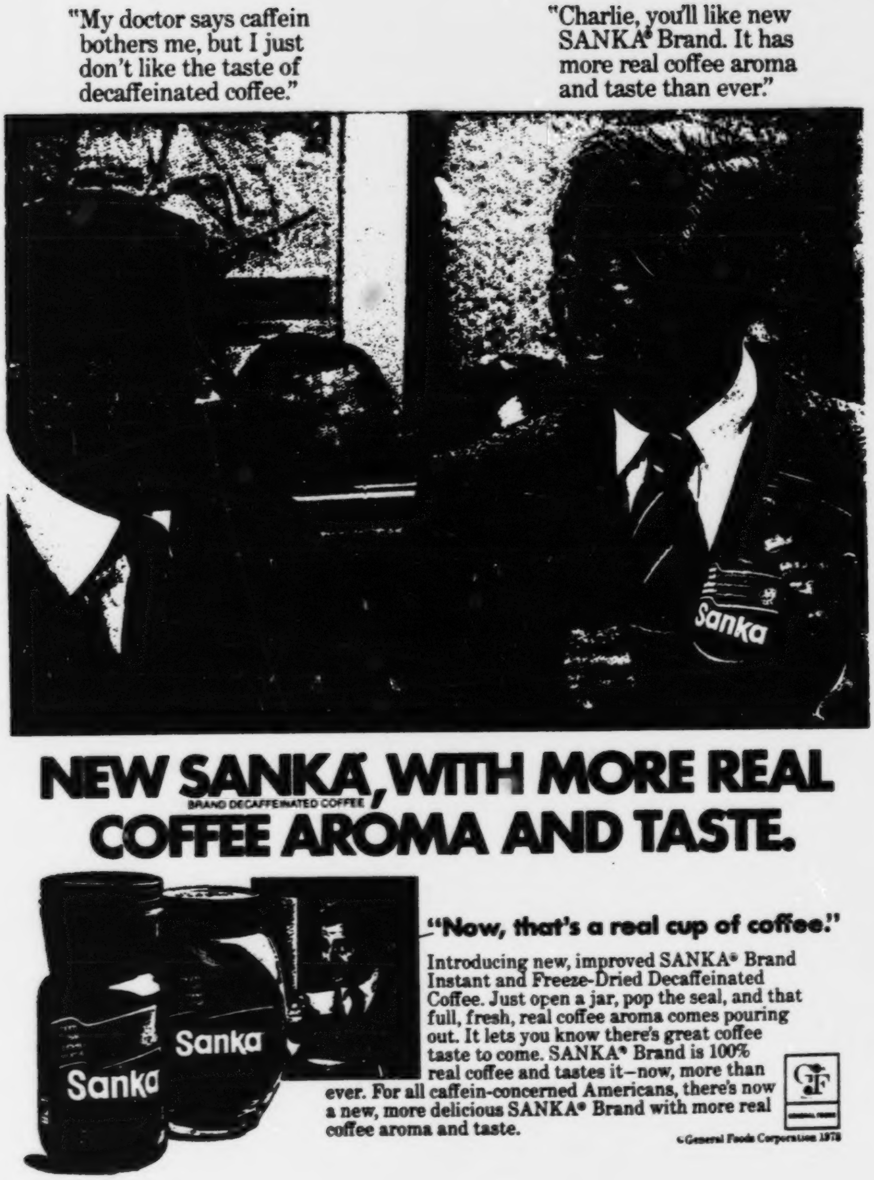
2. A claim to be the "one and only" or "only in Canada" implies that being unique and different makes the product special and best. "It ain't necessarily so."


RICE-A-RONI
America's
number one
rice mix
still gives
you more
ounces for
your money
CHICKEN
RICE-A-RONI

BEEF
RICE-A-RONI
too!

Unfinished

3. a. A comparison is begun but not finished: more than what? They may be implying that this product has "more" flavor then other brands but they don't finish the statement or comparison.



"My doctor says caffein bothers me, but I just don't like the taste of decaffeinated coffee."

"Charlie, you'll like new SANKA® Brand. It has more real coffee aroma and taste than ever."

Sanka

NEW SANKA®, WITH MORE REAL COFFEE AROMA AND TASTE.

BRAND DECAFFEINATED COFFEE

Sanka
Sanka

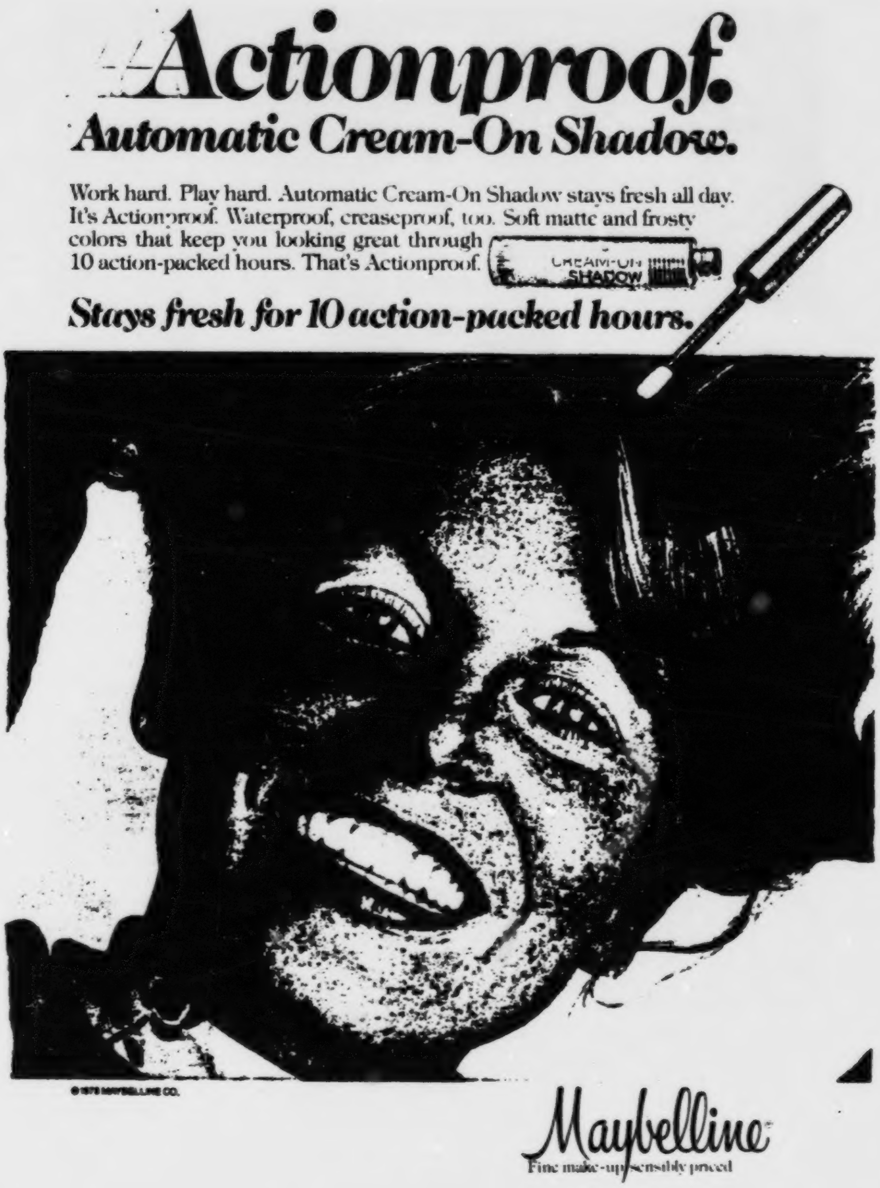
"Now, that's a real cup of coffee."

Introducing new, improved SANKA® Brand Instant and Freeze-Dried Decaffeinated Coffee. Just open a jar, pop the seal, and that full, fresh, real coffee aroma comes pouring out. It lets you know there's great coffee taste to come. SANKA® Brand is 100% real coffee and tastes it—now, more than ever. For all caffein-concerned Americans, there's now a new, more delicious SANKA® Brand with more real coffee aroma and taste.

©General Foods Corporation 1978

Unfinished

3. b. Many ads will combine several techniques as in this ad which uses the "new" and unfinished claim.



# Actionproof.

## Automatic Cream-On Shadow.

Work hard. Play hard. Automatic Cream-On Shadow stays fresh all day. It's Actionproof. Waterproof, creaseproof, too. Soft matte and frosty colors that keep you looking great through 10 action-packed hours. That's Actionproof.

CREAM-ON
SHADOW

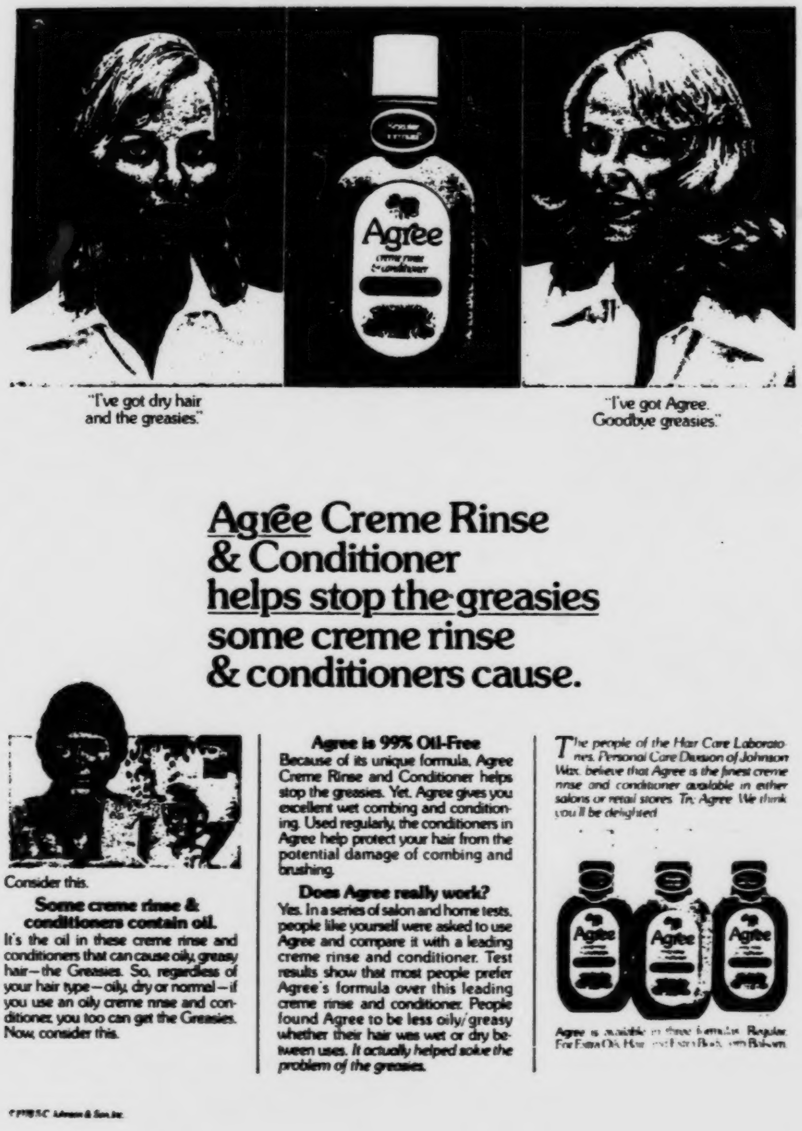
***Stays fresh for 10 action-packed hours.***

© 1978 MAYBELLINE CO.

Maybelline
Fine make-up sensibly priced

Vague

4. a. Vague claims are made about the product. What is "stays fresh"? Does it stay on?



"I've got dry hair and the greasies."

"I've got Agree. Goodbye greasies."

# Agree Creme Rinse & Conditioner helps stop the greasies some creme rinse & conditioners cause.

Consider this.

**Some creme rinse & conditioners contain oil.**

It's the oil in these creme rinse and conditioners that can cause oily, greasy hair—the Greasies. So, regardless of your hair type—oily, dry or normal—if you use an oily creme rinse and conditioner, you too can get the Greasies. Now, consider this.

**Agree is 99% Oil-Free**

Because of its unique formula, Agree Creme Rinse and Conditioner helps stop the greasies. Yet, Agree gives you excellent wet combing and conditioning. Used regularly, the conditioners in Agree help protect your hair from the potential damage of combing and brushing.

**Does Agree really work?**

Yes. In a series of salon and home tests, people like yourself were asked to use Agree and compare it with a leading creme rinse and conditioner. Test results show that most people prefer Agree's formula over this leading creme rinse and conditioner. People found Agree to be less oily/greasy whether their hair was wet or dry between uses. *It actually helped solve the problem of the greasies.*

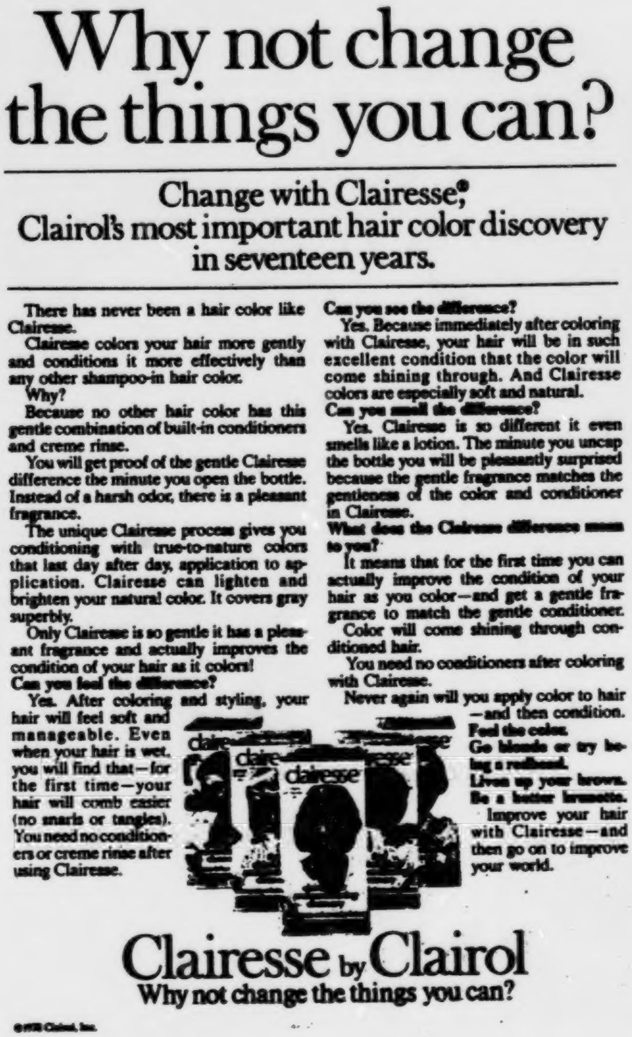
*The people of the Hair Care Laboratories, Personal Care Division of Johnson Wax, believe that Agree is the finest creme rinse and conditioner available in either salons or retail stores. Try Agree. We think you'll be delighted.*

Agree is available in three formulas: Regular, For Extra Oily Hair, and Extra Body with Balsam.

© 1978 S.C. Johnson & Son, Inc.

Vague

4. b. The claim is that it "helps" stop the greasies -- not that it stops the greasies. She said good-bye to the greasies because she had just washed her hair. Any shampoo will do that job.



# Why not change the things you can?

## Change with Clairesse,® Clairol's most important hair color discovery in seventeen years.

There has never been a hair color like Clairesse.

Clairesse colors your hair more gently and conditions it more effectively than any other shampoo-in hair color.

Why?

Because no other hair color has this gentle combination of built-in conditioners and creme rinse.

You will get proof of the gentle Clairesse difference the minute you open the bottle. Instead of a harsh odor, there is a pleasant fragrance.

The unique Clairesse process gives you conditioning with true-to-nature colors that last day after day, application to application. Clairesse can lighten and brighten your natural color. It covers gray superbly.

Only Clairesse is so gentle it has a pleasant fragrance and actually improves the condition of your hair as it colors!

**Can you feel the difference?**

Yes. After coloring and styling, your hair will feel soft and manageable. Even when your hair is wet, you will find that—for the first time—your hair will comb easier (no snarls or tangles). You need no conditioners or creme rinse after using Clairesse.

**Can you see the difference?**

Yes. Because immediately after coloring with Clairesse, your hair will be in such excellent condition that the color will come shining through. And Clairesse colors are especially soft and natural.

**Can you smell the difference?**

Yes. Clairesse is so different it even smells like a lotion. The minute you uncap the bottle you will be pleasantly surprised because the gentle fragrance matches the gentleness of the color and conditioner in Clairesse.

**What does the Clairesse difference mean to you?**

It means that for the first time you can actually improve the condition of your hair as you color—and get a gentle fragrance to match the gentle conditioner.

Color will come shining through conditioned hair.

You need no conditioners after coloring with Clairesse.

Never again will you apply color to hair—and then condition.

**Feel the color.**

**Go blonde or try being a redhead.**

**Liven up your brown.**

**Be a better brunette.**

Improve your hair with Clairesse—and then go on to improve your world.

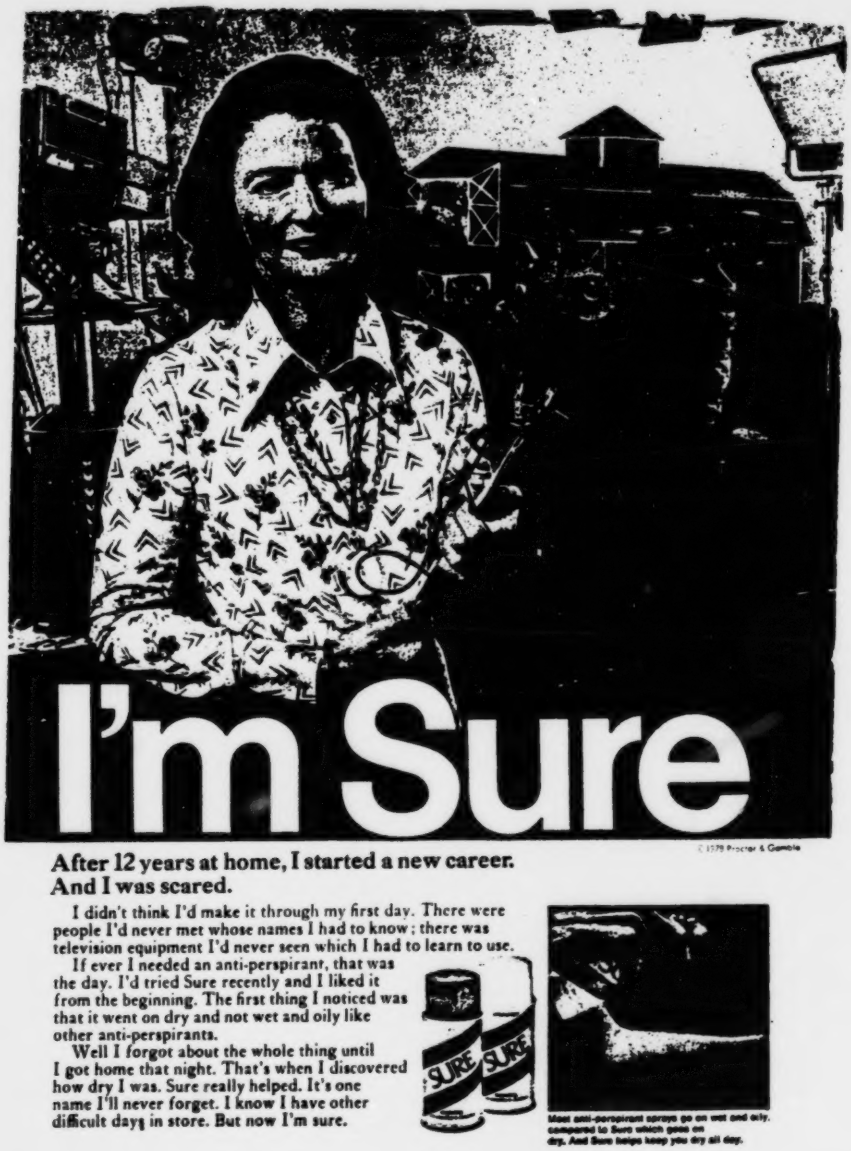
**Clairesse by Clairol**

**Why not change the things you can?**

©19[illegible] Clairol, Inc.

Rhetorical

5. A question is asked but no answer is expected.



I'm Sure

© 1979 Procter & Gamble

**After 12 years at home, I started a new career. And I was scared.**

I didn't think I'd make it through my first day. There were people I'd never met whose names I had to know; there was television equipment I'd never seen which I had to learn to use.

If ever I needed an anti-perspirant, that was the day. I'd tried Sure recently and I liked it from the beginning. The first thing I noticed was that it went on dry and not wet and oily like other anti-perspirants.

Well I forgot about the whole thing until I got home that night. That's when I discovered how dry I was. Sure really helped. It's one name I'll never forget. I know I have other difficult days in store. But now I'm sure.

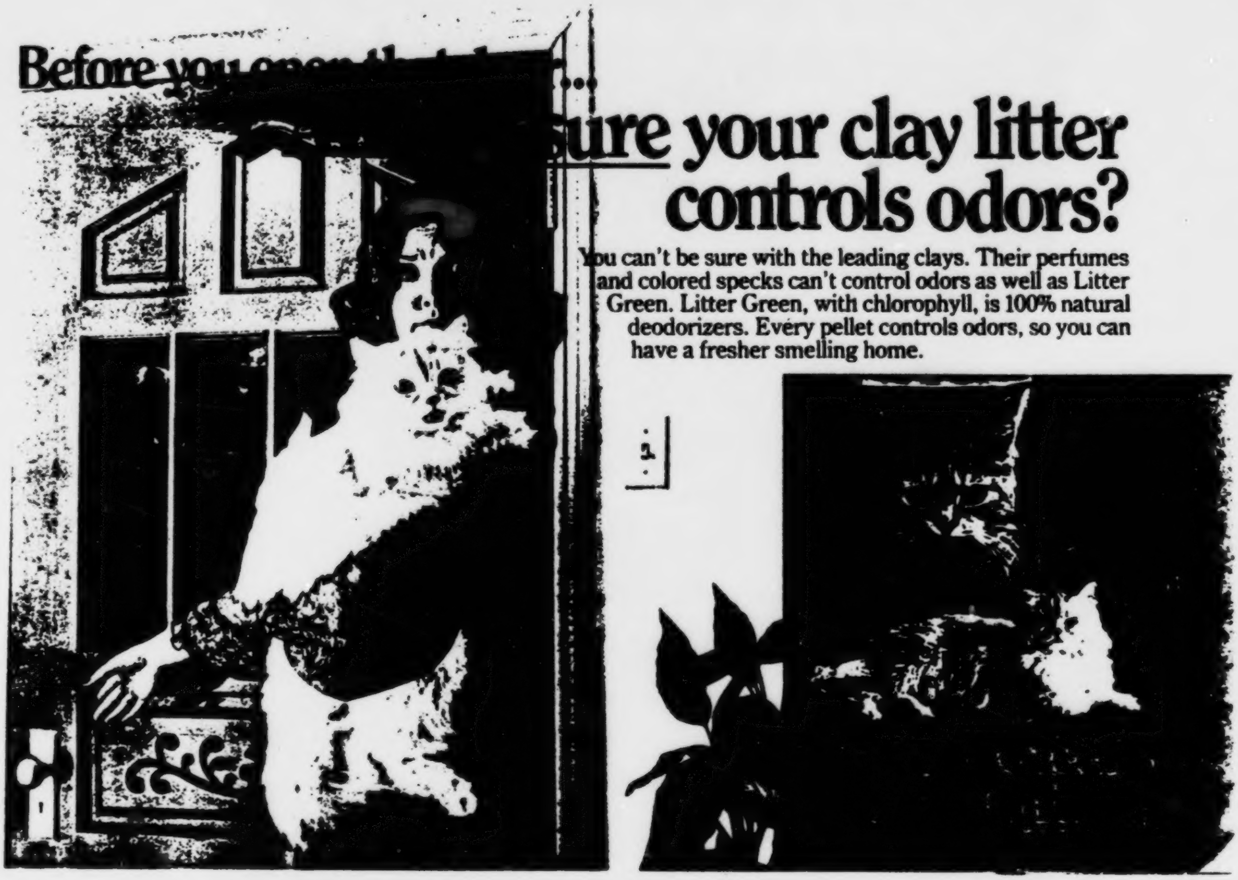
Most anti-perspirant sprays go on wet and oily, compared to Sure which goes on dry. And Sure helps keep you dry all day.

Fear tactics

6. a. Advertisers play on our fears:

   fear of lonliness
   fear of embarrassment
   fear of failure
   fear of rejection
   fear of losing one's beauty
   fear of ill health

   And, they tell us if we buy their product, we won't fail...

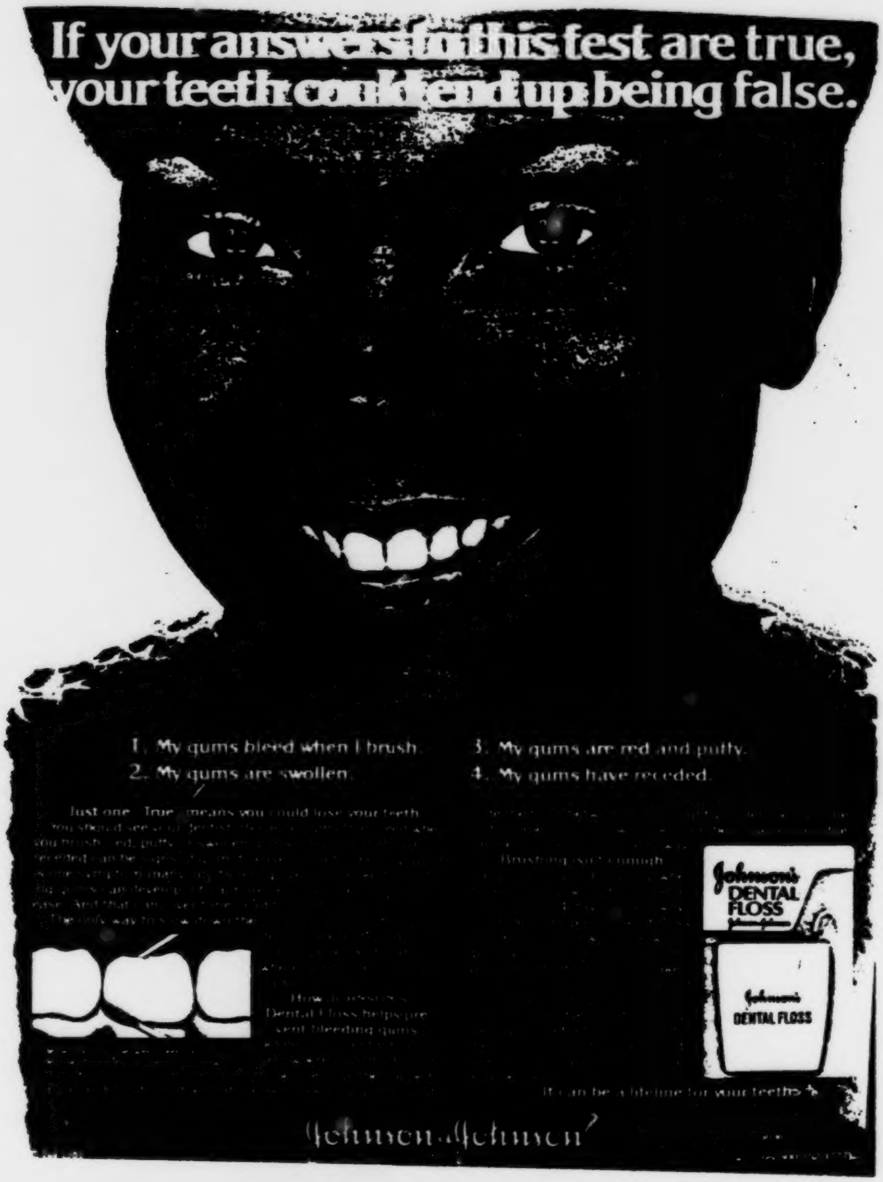


Before you open that door... [illegible] sure your clay litter controls odors?

You can't be sure with the leading clays. Their perfumes and colored specks can't control odors as well as Litter Green. Litter Green, with chlorophyll, is 100% natural deodorizers. Every pellet controls odors, so you can have a fresher smelling home.

Fear tactics

6. b. or be rejected...



If your answers to this test are true, your teeth could end up being false.

1. My gums bleed when I brush.
2. My gums are swollen.
3. My gums are red and puffy.
4. My gums have receded.

Just one "True" means you could lose your teeth. [illegible]

Brushing isn't enough. [illegible]

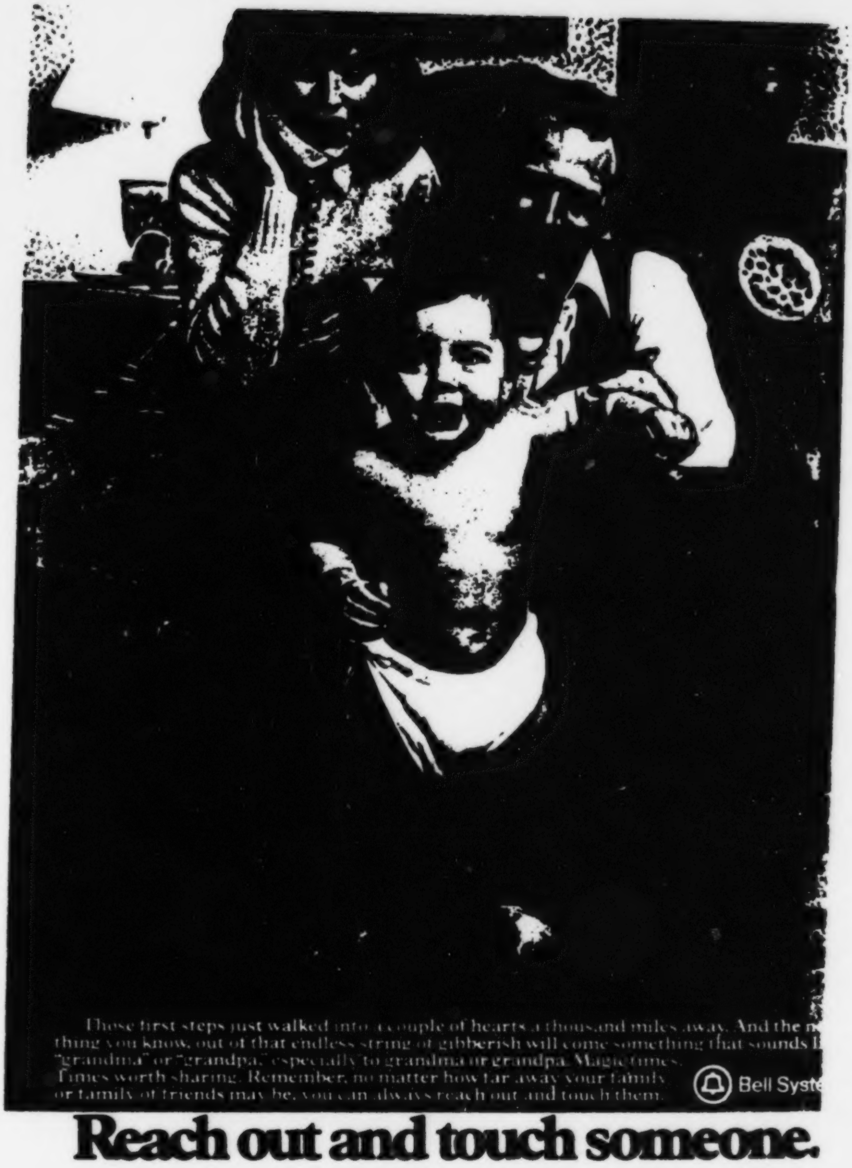
How Johnson's Dental Floss helps prevent bleeding gums. [illegible]

It can be a lifetime for your teeth.

Johnson & Johnson

Johnson's DENTAL FLOSS
Johnson's DENTAL FLOSS

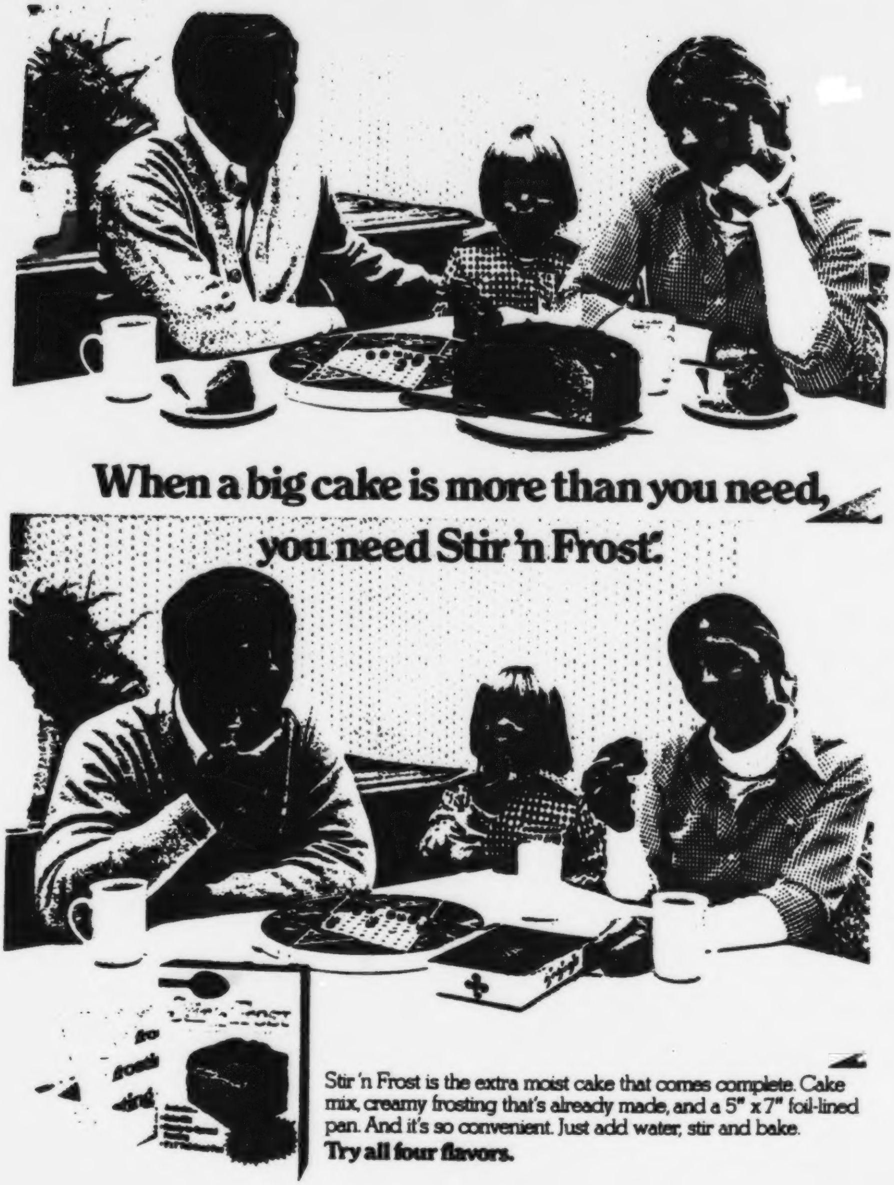
Fear tactics
6. c. or lose our beauty.



These first steps just walked into a couple of hearts a thousand miles away. And the n
thing you know, out of that endless string of gibberish will come something that sounds l
"grandma" or "grandpa," especially to grandma or grandpa. Magic times.
Times worth sharing. Remember, no matter how far away your family
or family of friends may be, you can always reach out and touch them.

Slogan

7. a. A slogan may be chosen and a song may accompany it on the television ads. Heard often enough, we can hum the song when we see the print.



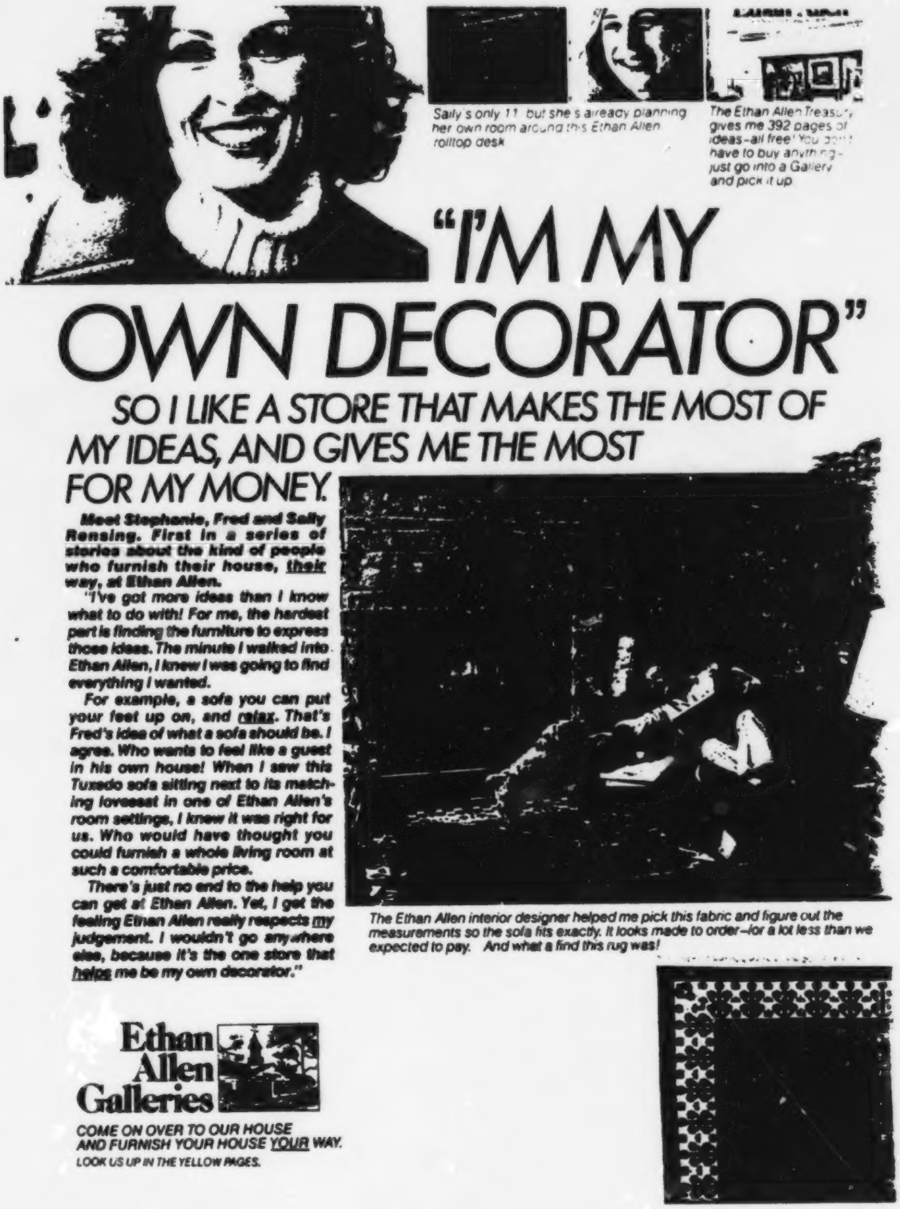
**When a big cake is more than you need, you need Stir 'n Frost.**

Stir 'n Frost is the extra moist cake that comes complete. Cake mix, creamy frosting that's already made, and a 5" x 7" foil-lined pan. And it's so convenient. Just add water, stir and bake.

**Try all four flavors.**

Slogan

7. b. The slogan doesn't need a song to go with it, though. Used repeatedly in the ad campaign, over time it will become familiar.



Sally's only 11 but she's already planning her own room around this Ethan Allen rolltop desk

The Ethan Allen Treasury gives me 392 pages of ideas–all free! You don't have to buy anything–just go into a Gallery and pick it up

# "I'M MY OWN DECORATOR"

## SO I LIKE A STORE THAT MAKES THE MOST OF MY IDEAS, AND GIVES ME THE MOST FOR MY MONEY.

***Meet Stephanie, Fred and Sally Rensing. First in a series of stories about the kind of people who furnish their house, their way, at Ethan Allen.***

*"I've got more ideas than I know what to do with! For me, the hardest part is finding the furniture to express those ideas. The minute I walked into Ethan Allen, I knew I was going to find everything I wanted.*

*For example, a sofa you can put your feet up on, and relax. That's Fred's idea of what a sofa should be. I agree. Who wants to feel like a guest in his own house! When I saw this Tuxedo sofa sitting next to its matching loveseat in one of Ethan Allen's room settings, I knew it was right for us. Who would have thought you could furnish a whole living room at such a comfortable price.*

*There's just no end to the help you can get at Ethan Allen. Yet, I get the feeling Ethan Allen really respects my judgement. I wouldn't go anywhere else, because it's the one store that helps me be my own decorator."*

*The Ethan Allen interior designer helped me pick this fabric and figure out the measurements so the sofa fits exactly. It looks made to order–for a lot less than we expected to pay. And what a find this rug was!*

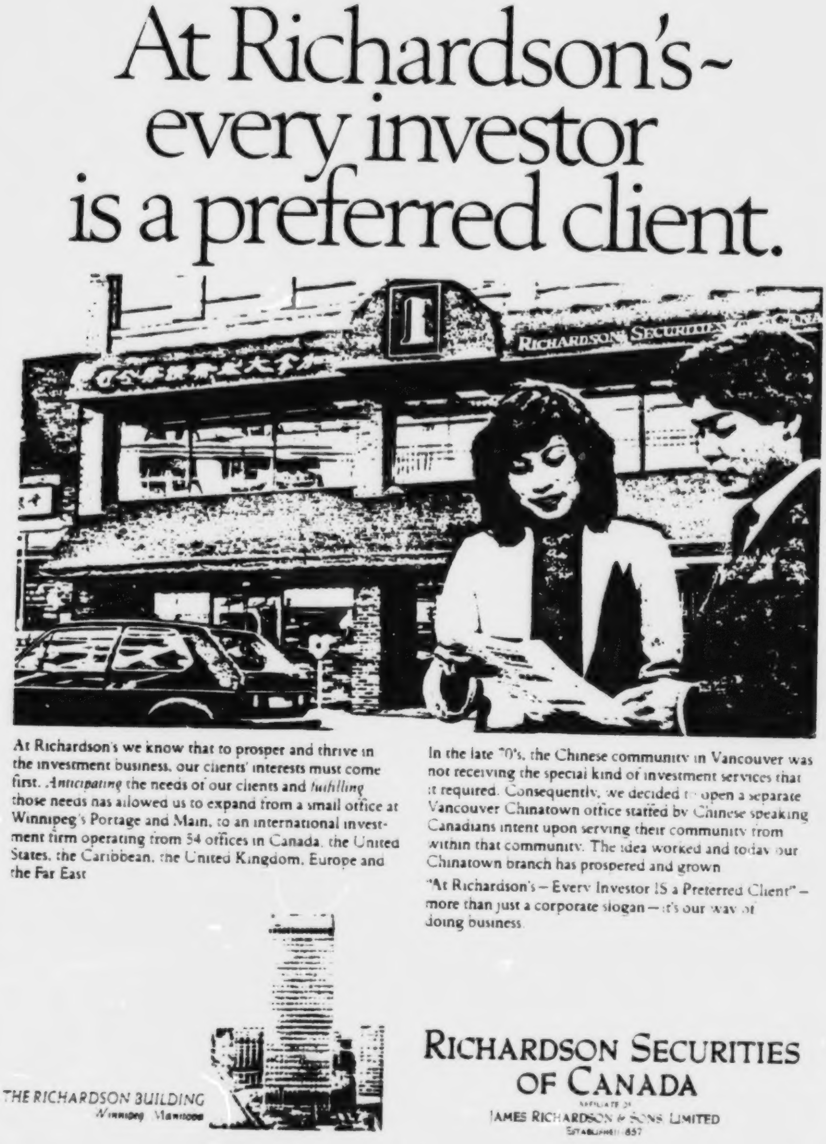
**Ethan Allen Galleries**

*COME ON OVER TO OUR HOUSE AND FURNISH YOUR HOUSE YOUR WAY.*

*LOOK US UP IN THE YELLOW PAGES.*

Repetition

8. Repetition is the name of the game. The name of this company is repeated 10 times in this copy -- just in case you have trouble remembering it.


RICHARDSON SECURITIES

# At Richardson's – every investor is a preferred client.

At Richardson's we know that to prosper and thrive in the investment business, our clients' interests must come first. *Anticipating* the needs of our clients and *fulfilling* those needs has allowed us to expand from a small office at Winnipeg's Portage and Main, to an international investment firm operating from 54 offices in Canada, the United States, the Caribbean, the United Kingdom, Europe and the Far East

In the late 70's, the Chinese community in Vancouver was not receiving the special kind of investment services that it required. Consequently, we decided to open a separate Vancouver Chinatown office staffed by Chinese speaking Canadians intent upon serving their community from within that community. The idea worked and today our Chinatown branch has prospered and grown

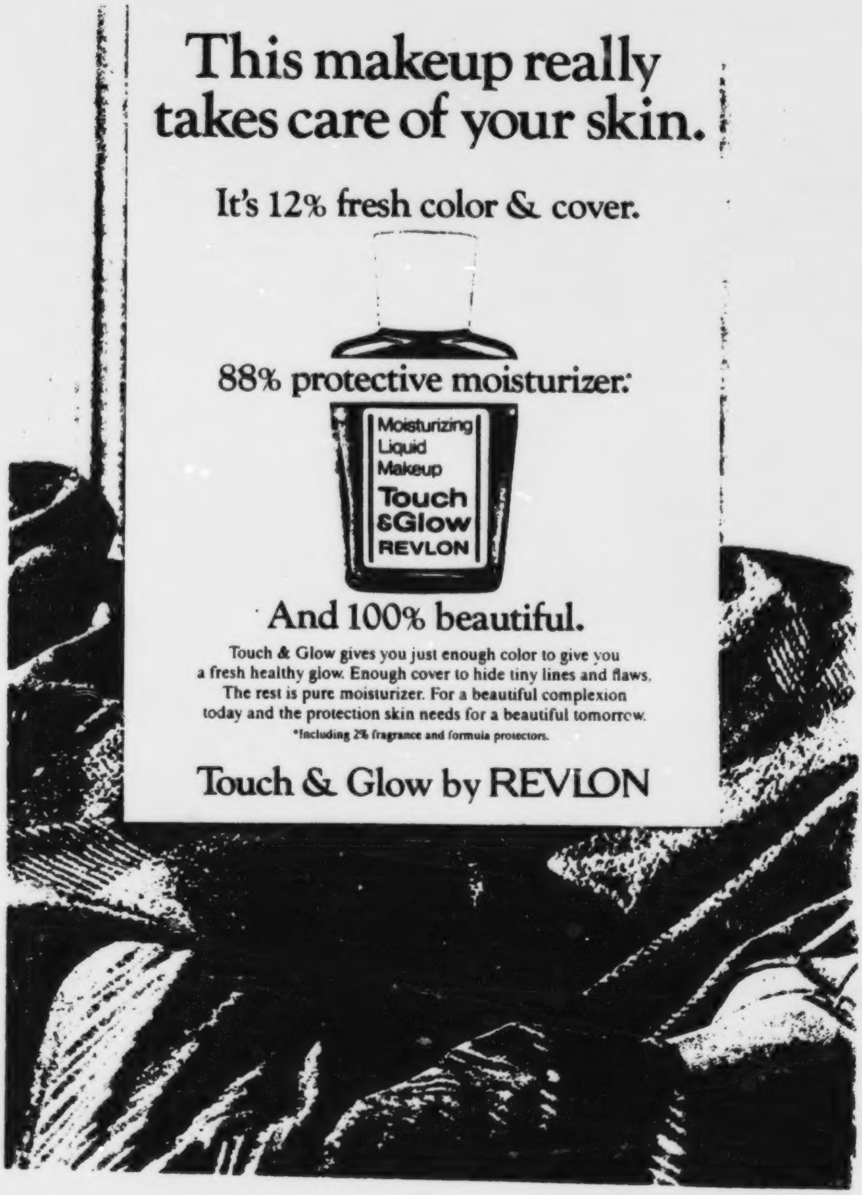
"At Richardson's – Every Investor IS a Preferred Client" – more than just a corporate slogan – it's our way of doing business.

THE RICHARDSON BUILDING
Winnipeg Manitoba

RICHARDSON SECURITIES
OF CANADA
AFFILIATE OF
JAMES RICHARDSON & SONS LIMITED
Established 1857

Snobbery

9. We all like to think we are special and important ... and like to think we deserve special, preferred treatment to go with our status.


Moisturizing
Liquid
Makeup
Touch
&Glow
REVLON

# This makeup really takes care of your skin.

It's 12% fresh color & cover.

88% protective moisturizer.*

And 100% beautiful.

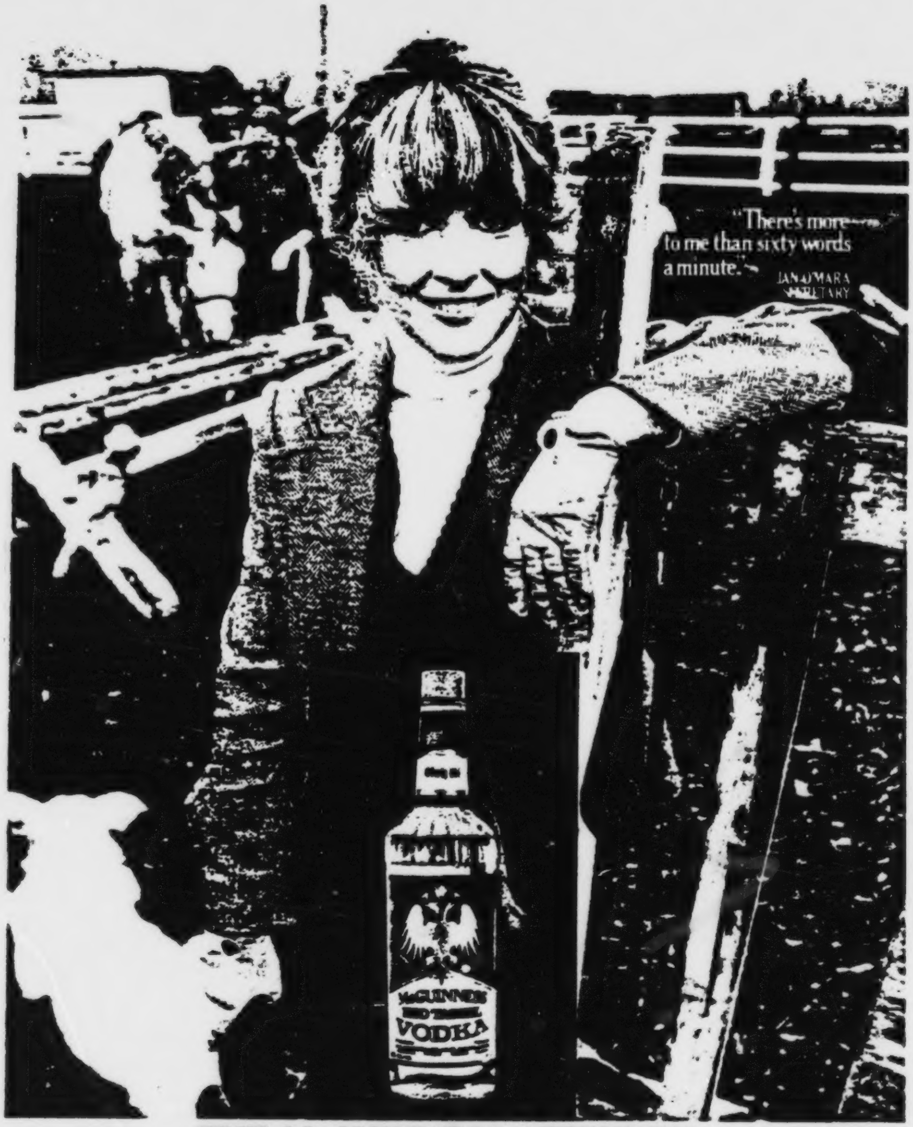
Touch & Glow gives you just enough color to give you a fresh healthy glow. Enough cover to hide tiny lines and flaws. The rest is pure moisturizer. For a beautiful complexion today and the protection skin needs for a beautiful tomorrow.

*Including 2% fragrance and formula protectors.

Touch & Glow by REVLON

Scientific

10. As we go through the educational system, we learn that 100% is best. We also know that 100% means purity. Statistics are often quoted to make us think a product is the best or pure.

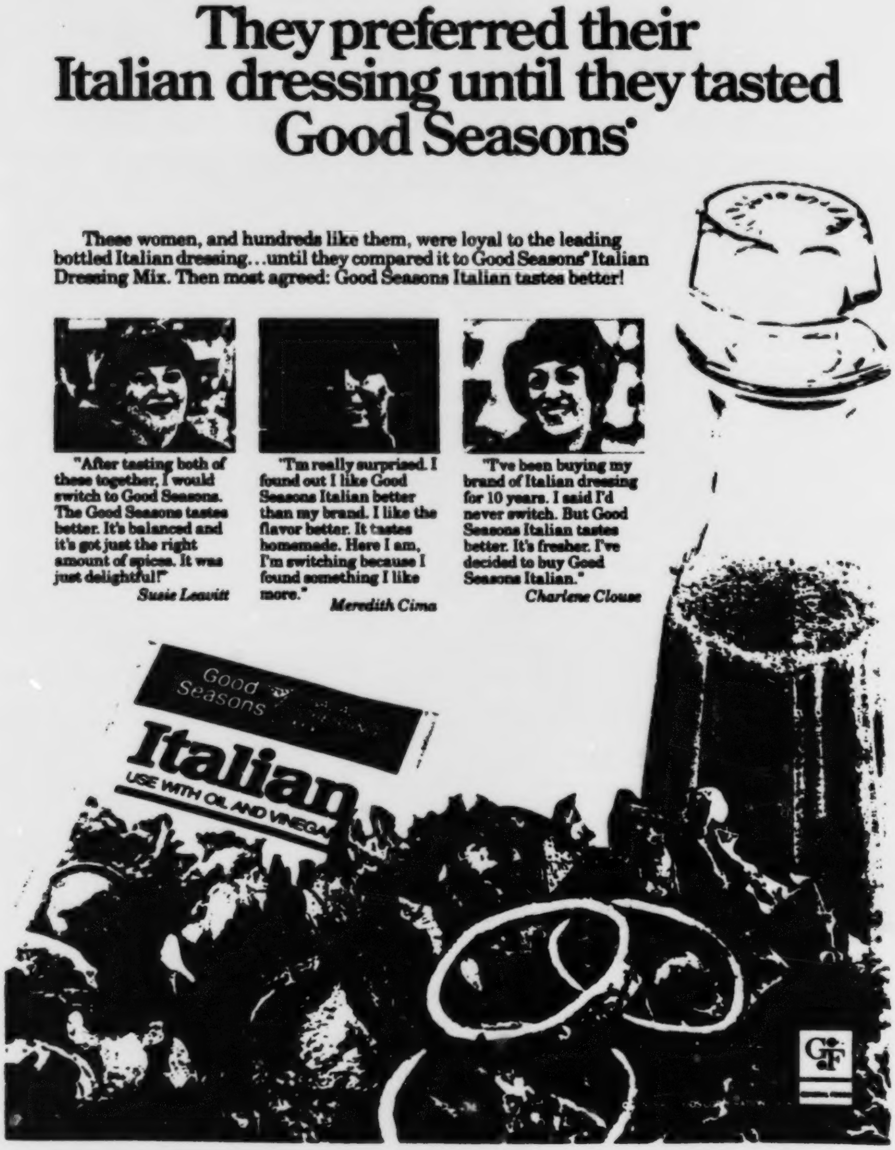

"There's more to me than sixty words a minute."
JAN O'MARA
SECRETARY
McGUINNESS
VODKA

## THE McGUINNESS ATTITUDE

You're not everybody. You make your own choices. You set your own style.
Nobody sells you with a label or a fancy price.
You know what you like and that's what counts. McGuinness Vodka.

Intellectual & Flattery

11. We are often flattered by advertisers for the fact that "..nobody sells you a label or fancy price." And then they try to sell you their product.



# They preferred their Italian dressing until they tasted Good Seasons®

These women, and hundreds like them, were loyal to the leading bottled Italian dressing…until they compared it to Good Seasons® Italian Dressing Mix. Then most agreed: Good Seasons Italian tastes better!

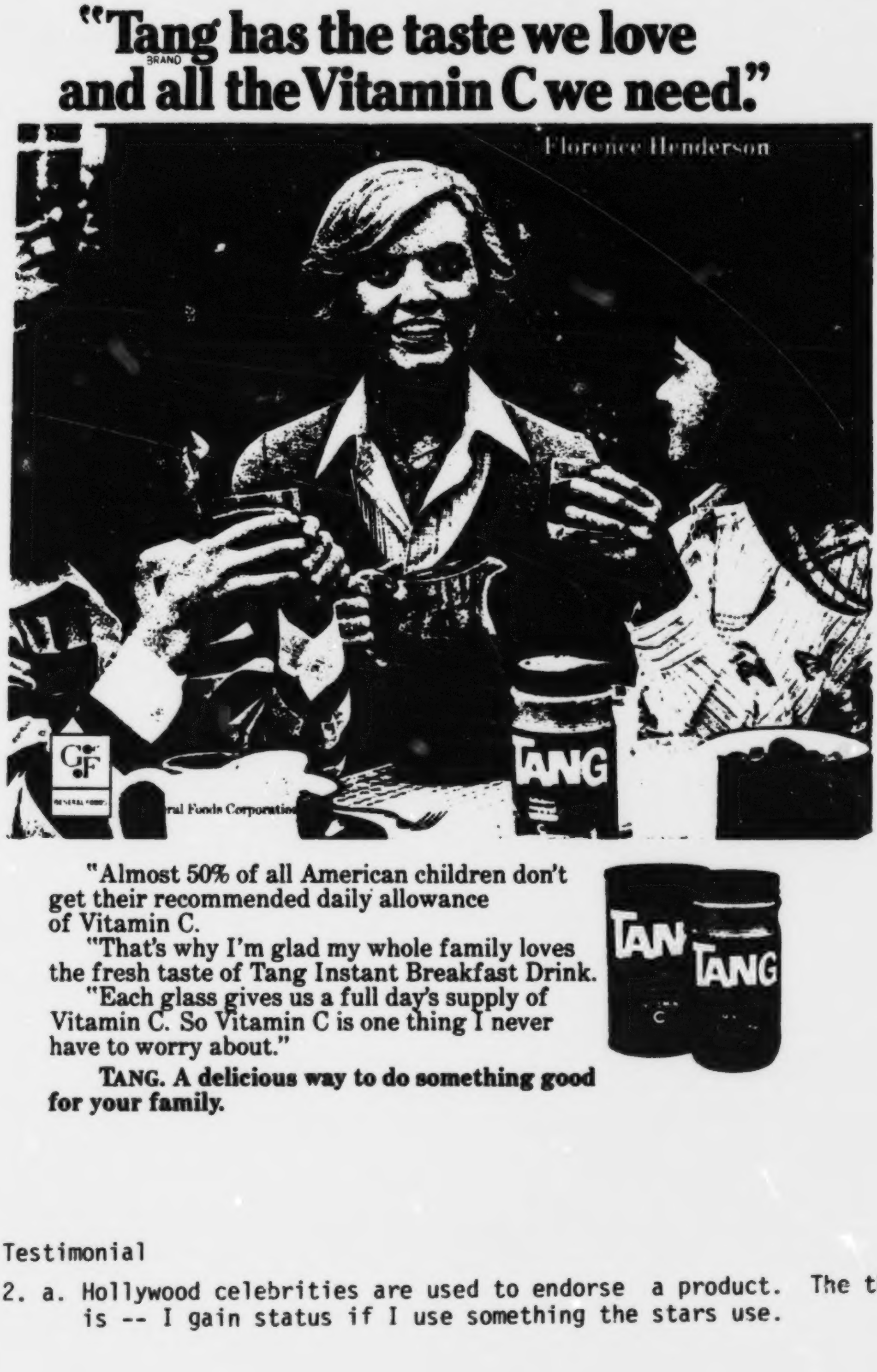
"After tasting both of these together, I would switch to Good Seasons. The Good Seasons tastes better. It's balanced and it's got just the right amount of spices. It was just delightful!"
*Susie Leavitt*

"I'm really surprised. I found out I like Good Seasons Italian better than my brand. I like the flavor better. It tastes homemade. Here I am, I'm switching because I found something I like more."
*Meredith Cima*

"I've been buying my brand of Italian dressing for 10 years. I said I'd never switch. But Good Seasons Italian tastes better. It's fresher. I've decided to buy Good Seasons Italian."
*Charlene Clouse*

Interview

1. People who use the product are interviewed. Those who give favourable responses make it to print.



GF
GENERAL FOODS
TANG
TANG
TANG

"Tang has the taste we love and all the Vitamin C we need."

BRAND

Florence Henderson

ral Foods Corporatio

"Almost 50% of all American children don't get their recommended daily allowance of Vitamin C.

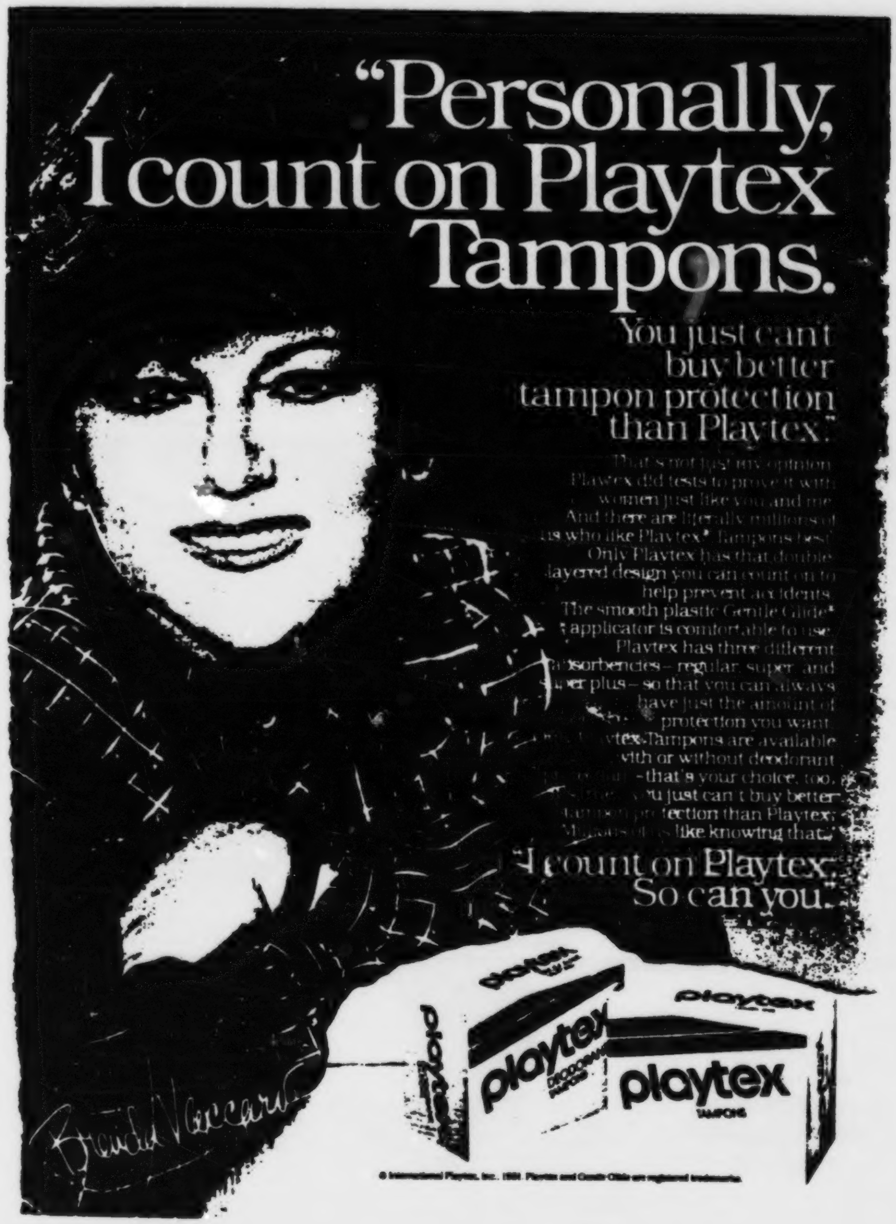
"That's why I'm glad my whole family loves the fresh taste of Tang Instant Breakfast Drink.

"Each glass gives us a full day's supply of Vitamin C. So Vitamin C is one thing I never have to worry about."

**TANG. A delicious way to do something good for your family.**

Testimonial

2. a. Hollywood celebrities are used to endorse a product. The theory is -- I gain status if I use something the stars use.



"Personally, I count on Playtex Tampons.

You just can't buy better tampon protection than Playtex."

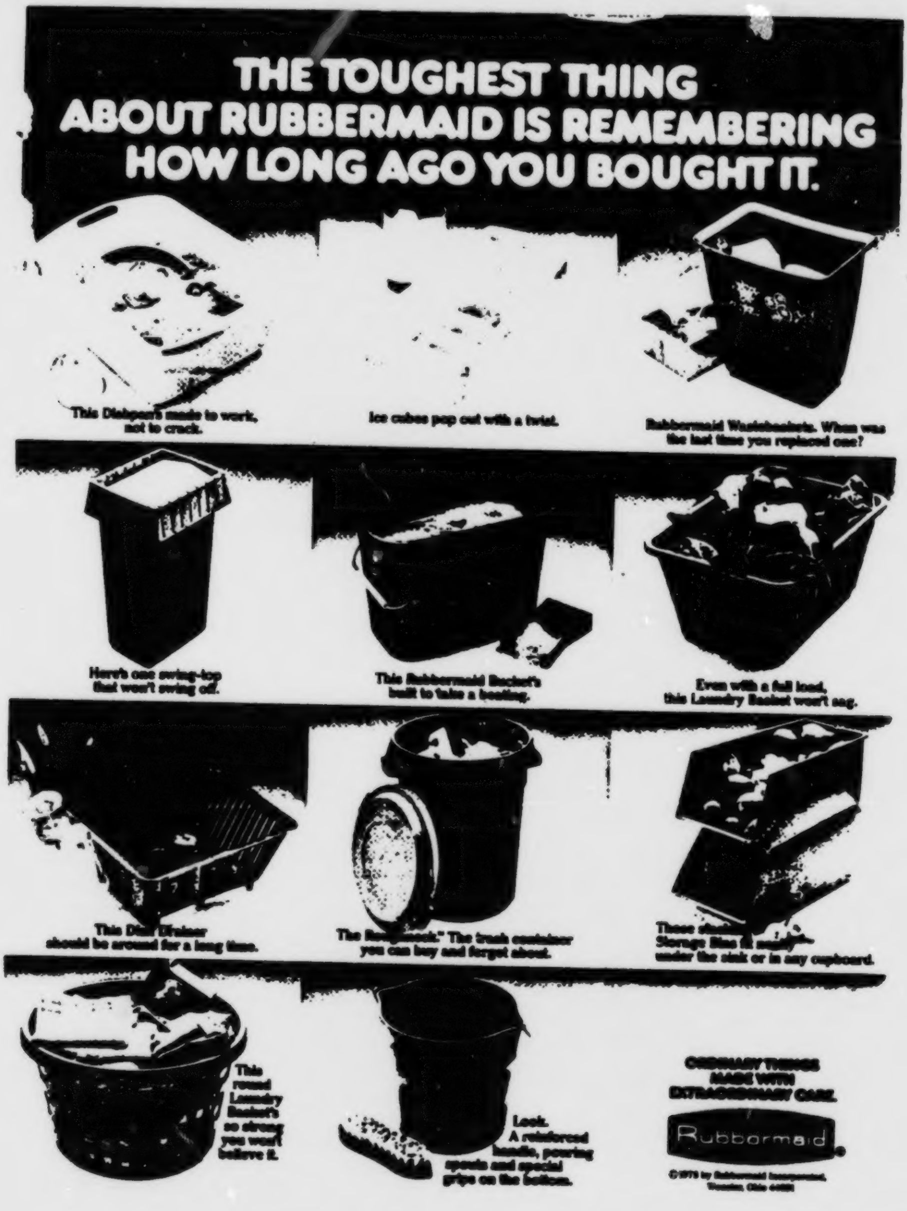
That's not just my opinion. Playtex did tests to prove it with women just like you and me. And there are literally millions of us who like Playtex* Tampons best. Only Playtex has that double layered design you can count on to help prevent accidents. The smooth plastic Gentle Glide* applicator is comfortable to use. Playtex has three different absorbencies – regular, super, and super plus – so that you can always have just the amount of protection you want. Playtex Tampons are available with or without deodorant [illegible] – that's your choice, too. [illegible] you just can't buy better tampon protection than Playtex. Millions of us like knowing that."

"I count on Playtex. So can you."

Brenda Vaccaro

Testimonial

2. b. Or, if it's good enough for my hero, it's good enough for me.



THE TOUGHEST THING ABOUT RUBBERMAID IS REMEMBERING HOW LONG AGO YOU BOUGHT IT.

This Dishpan's made to work, not to crack.

Ice cubes pop out with a twist.

Rubbermaid Wastebaskets. When was the last time you replaced one?

Here's one swing-top that won't swing off.

This Rubbermaid Bucket's built to take a beating.

Even with a full load, this Laundry Basket won't sag.

This Dish Drainer should be around for a long time.

The Roughneck.™ The trash container you can buy and forget about.

These [illegible] Storage Bins fit neatly under the sink or in any cupboard.

This round Laundry Basket's so strong you won't believe it.

Look. A reinforced handle, pouring spouts and special grips on the bottom.

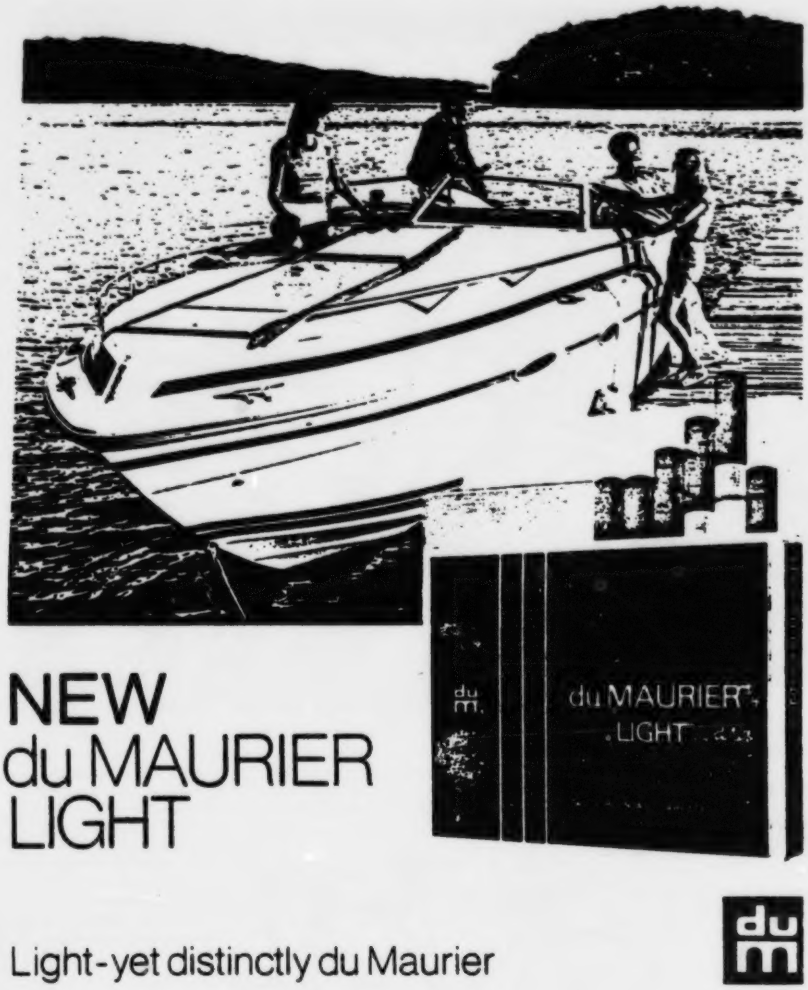
ORDINARY THINGS MADE WITH EXTRAORDINARY CARE.

Rubbermaid®

© [illegible] by Rubbermaid Incorporated, [illegible]

Demonstration

3. Advertisers will often use a demonstration to illustrate how quick and easy their product is to use in the fast but complex world.

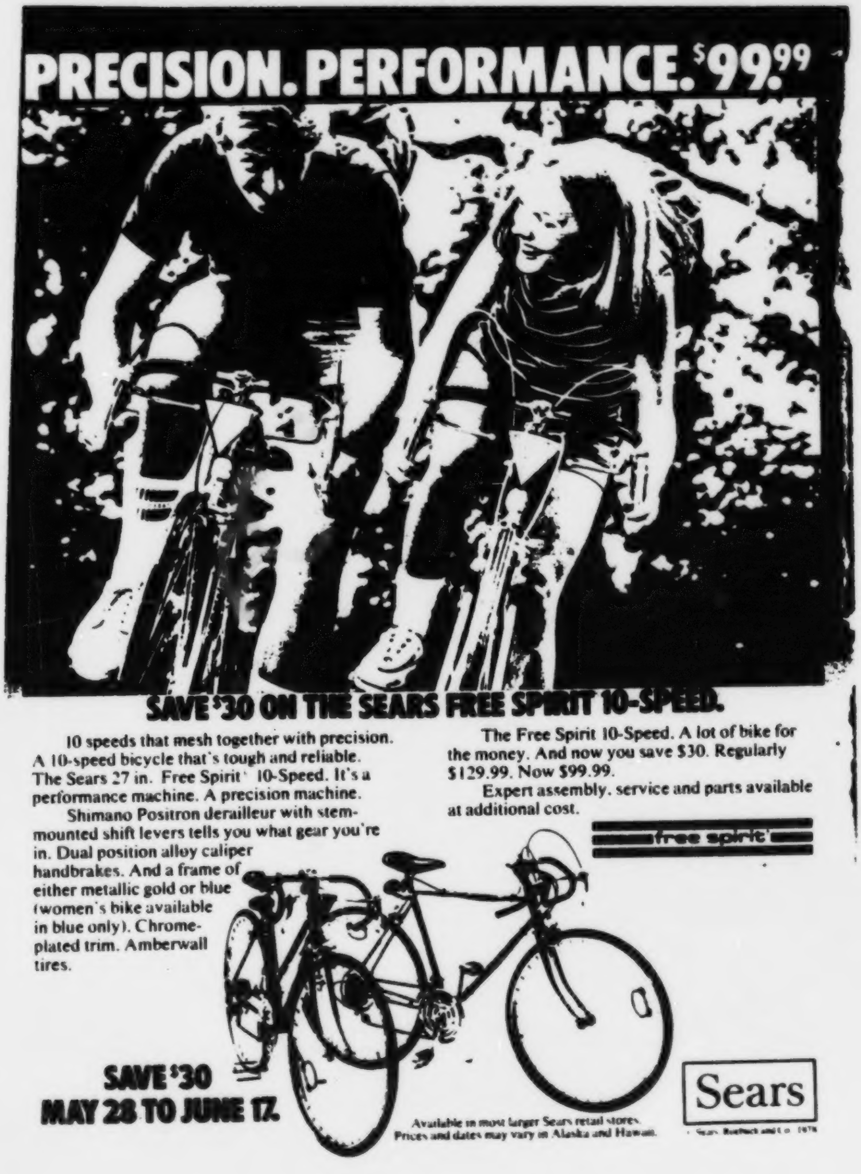


NEW
du MAURIER
LIGHT

Light-yet distinctly du Maurier

Implied Promise

4. a. The setting for a scene may be where the real advertising message is contained, not just in the words. This setting implies that people who do these activities smoke this brand of cigarette so ... if you smoke this brand of cigarette, you could be doing these things.



PRECISION. PERFORMANCE. $99.99

SAVE $30 ON THE SEARS FREE SPIRIT 10-SPEED.

10 speeds that mesh together with precision. A 10-speed bicycle that's tough and reliable. The Sears 27 in. Free Spirit 10-Speed. It's a performance machine. A precision machine.

Shimano Positron derailleur with stem-mounted shift levers tells you what gear you're in. Dual position alloy caliper handbrakes. And a frame of either metallic gold or blue (women's bike available in blue only). Chrome-plated trim. Amberwall tires.

The Free Spirit 10-Speed. A lot of bike for the money. And now you save $30. Regularly $129.99. Now $99.99.

Expert assembly, service and parts available at additional cost.

free spirit

SAVE $30
MAY 28 TO JUNE 17.

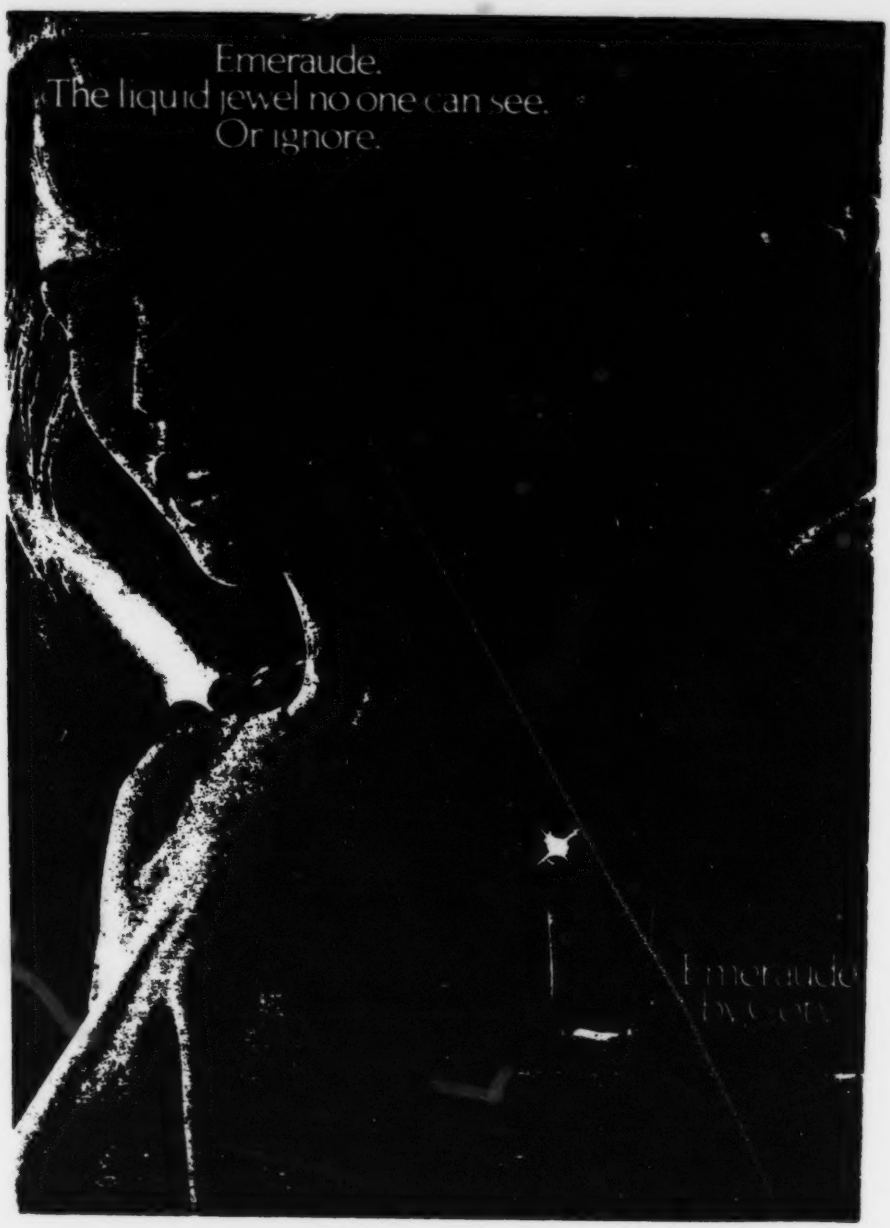
Available in most larger Sears retail stores.
Prices and dates may vary in Alaska and Hawaii.

Sears

© Sears, Roebuck and Co. 1978

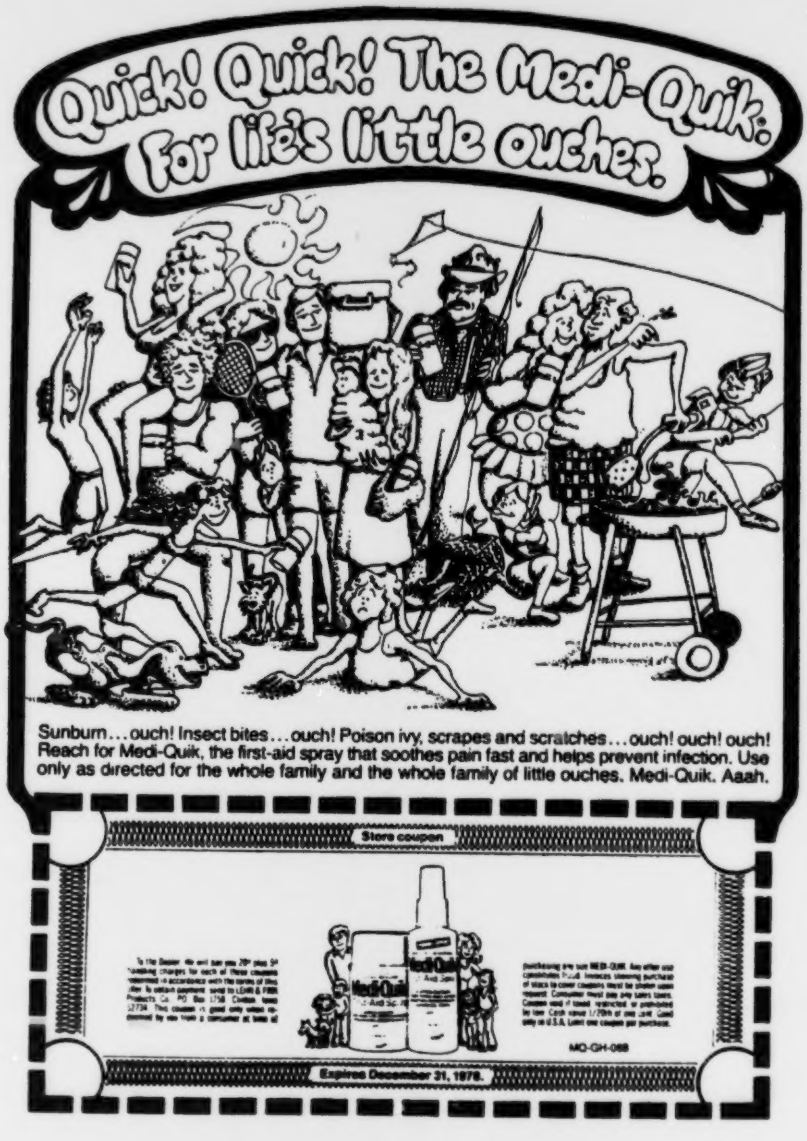
Implied Promise

4. b. Or, be with someone having fun...


Emeraude.
The liquid jewel no one can see.
Or ignore.
Emeraude
by Coty

Implied Promise

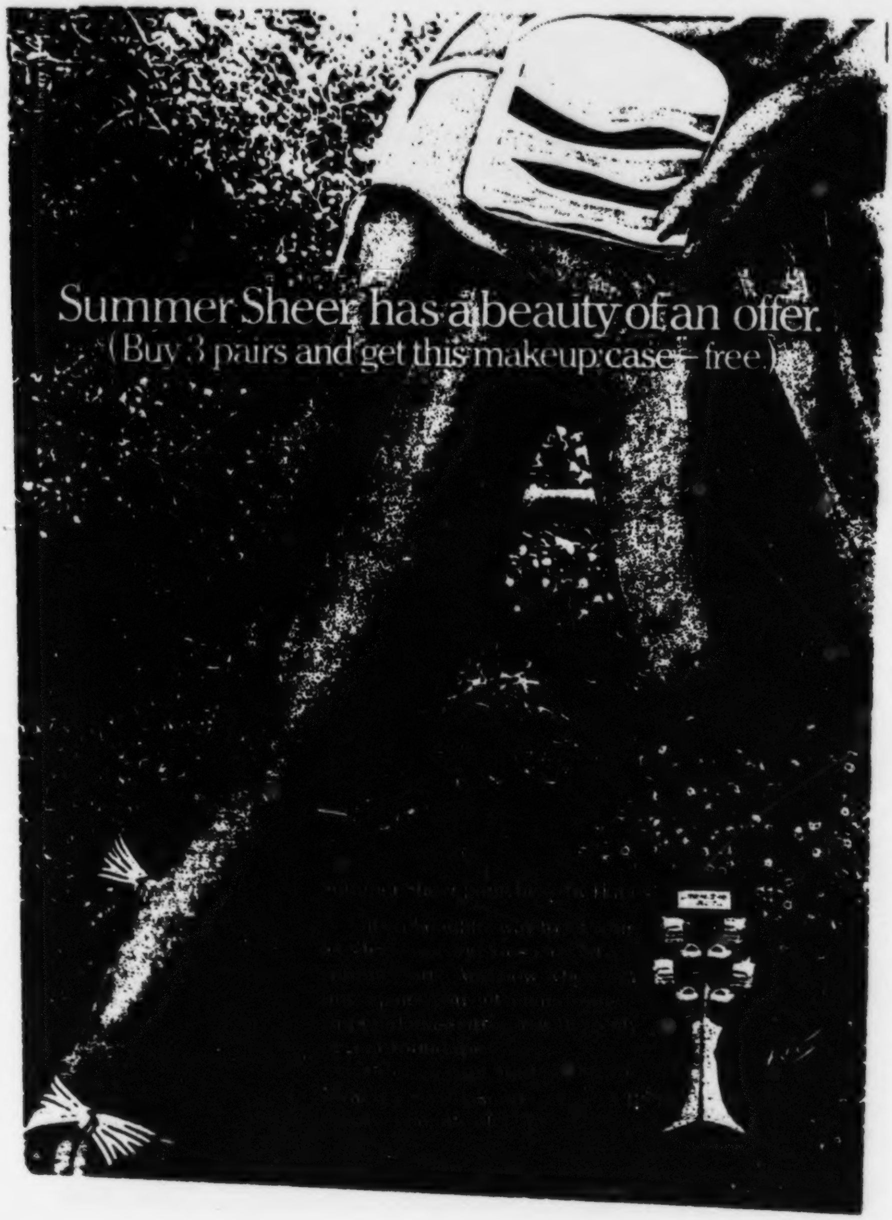
4. c. Or, by using this product, you could look like this and attract someone...


Quick! Quick! The Medi-Quik.
For life's little ouches.
Store coupon
Medi-Quik
MQ-GH-068
Expires December 31, 1978.

Sunburn...ouch! Insect bites...ouch! Poison ivy, scrapes and scratches...ouch! ouch! ouch! Reach for Medi-Quik, the first-aid spray that soothes pain fast and helps prevent infection. Use only as directed for the whole family and the whole family of little ouches. Medi-Quik. Aaah.

Premiums

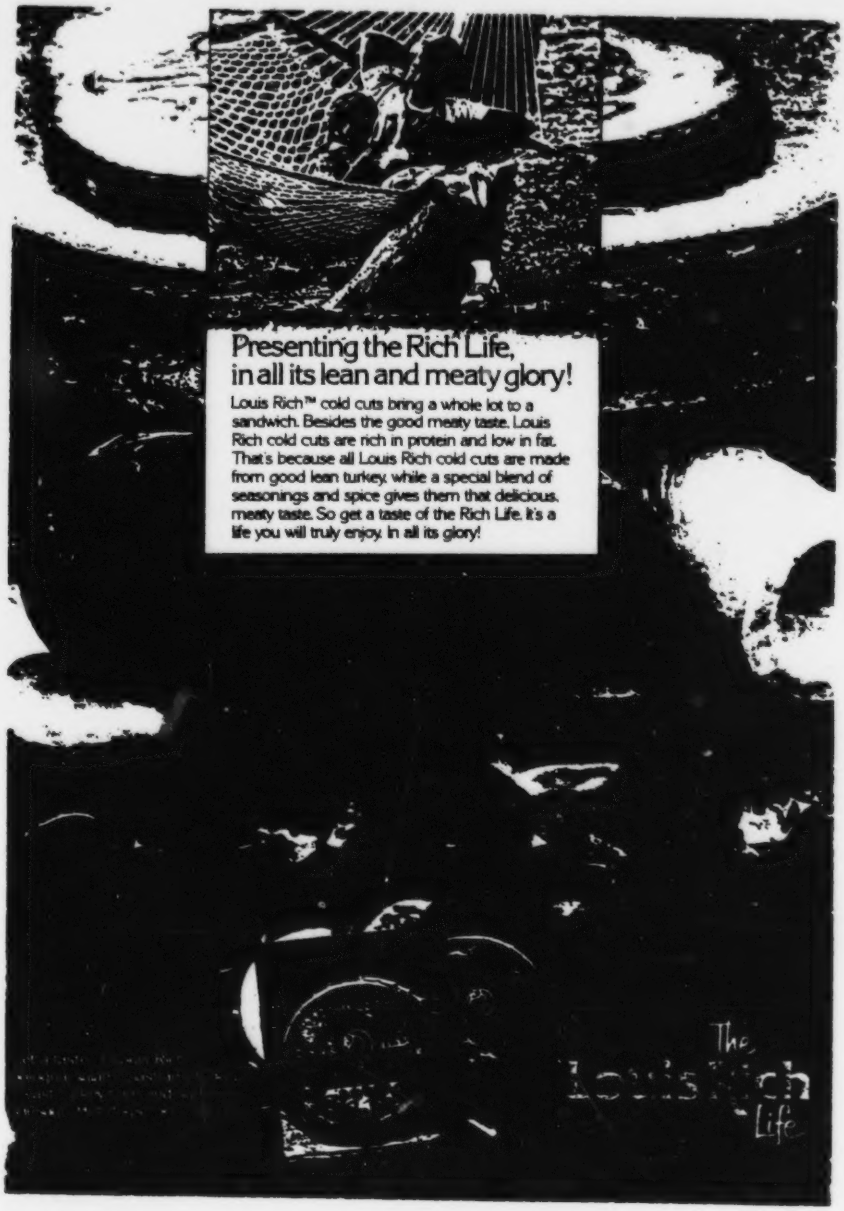
5. a. Sometimes, a direct offer to use the product is made in an ad, as in the use of coupons. The offer of saving money or "cents off" may encourage you to buy a product you otherwise might not have.



Summer Sheer has a beauty of an offer.
(Buy 3 pairs and get this makeup case—free.)

Premiums

5. b. Or, you may be offered a "free" gift. If you have to buy 3 pair of nylons to get the make-up case, is it really "free"?



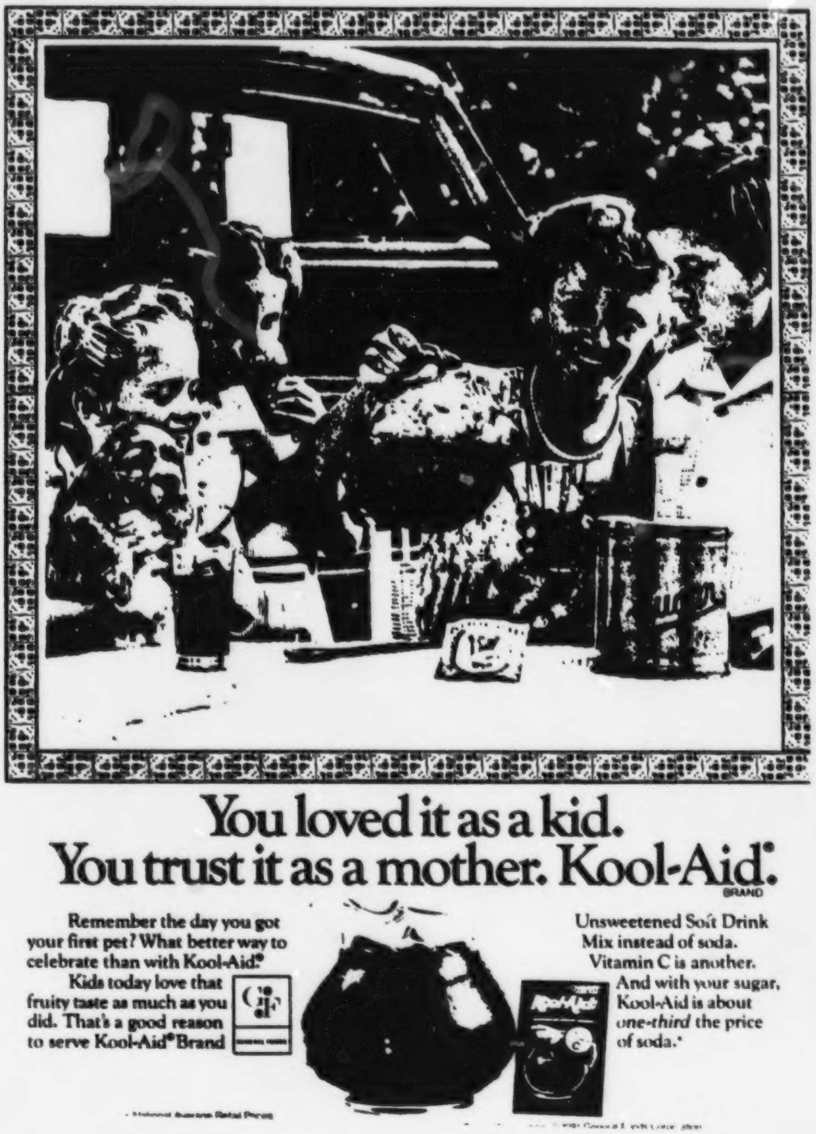
**Presenting the Rich Life, in all its lean and meaty glory!**

Louis Rich™ cold cuts bring a whole lot to a sandwich. Besides the good meaty taste, Louis Rich cold cuts are rich in protein and low in fat. That's because all Louis Rich cold cuts are made from good lean turkey, while a special blend of seasonings and spice gives them that delicious, meaty taste. So get a taste of the Rich Life. It's a life you will truly enjoy. In all its glory!

The Louis Rich Life

Association

6. a. Advertisers try to create a scene which we will associate with happy memories. The hope is that the warm feelings created by the ad will carry-over until the time of purchase.



You loved it as a kid.
You trust it as a mother. Kool-Aid®
BRAND

Remember the day you got your first pet? What better way to celebrate than with Kool-Aid®

Kids today love that fruity taste as much as you did. That's a good reason to serve Kool-Aid® Brand Unsweetened Soft Drink Mix instead of soda.

Vitamin C is another.

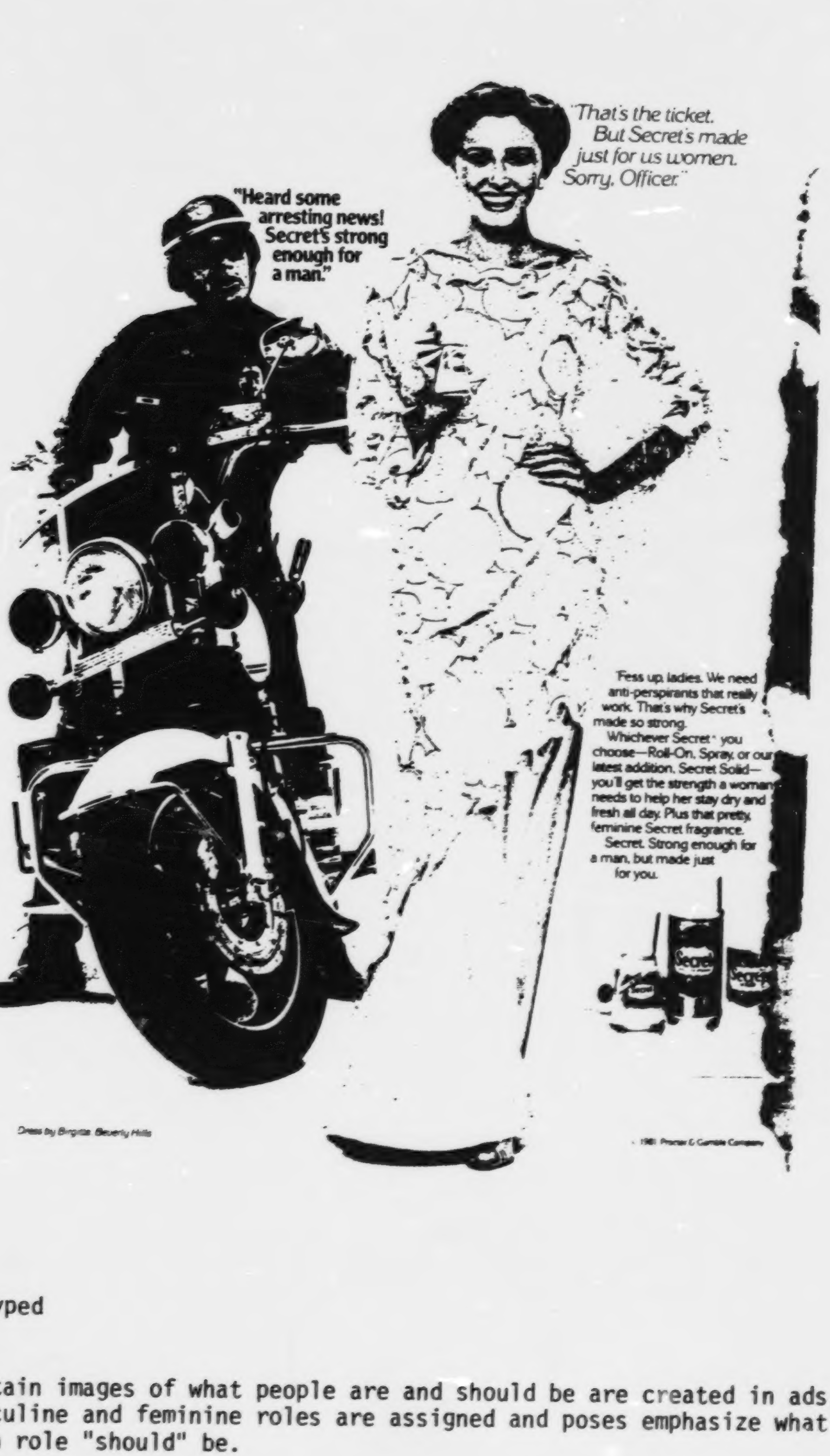
And with your sugar, Kool-Aid is about *one-third* the price of soda.*

*National Average Retail Prices

© 1981 General Foods Corporation

Association

6. b. Pictures of cute children and pets will almost always make us smile so they are put in the ads -- to make us do just that. Again, the hope is that when we see the product in the store, the happy feeling will still be with us.


"Heard some arresting news! Secret's strong enough for a man."
"That's the ticket. But Secret's made just for us women. Sorry, Officer."
Secret

"Fess up, ladies. We need anti-perspirants that really work. That's why Secret's made so strong.

Whichever Secret® you choose—Roll-On, Spray, or our latest addition, Secret Solid—you'll get the strength a woman needs to help her stay dry and fresh all day. Plus that pretty, feminine Secret fragrance.

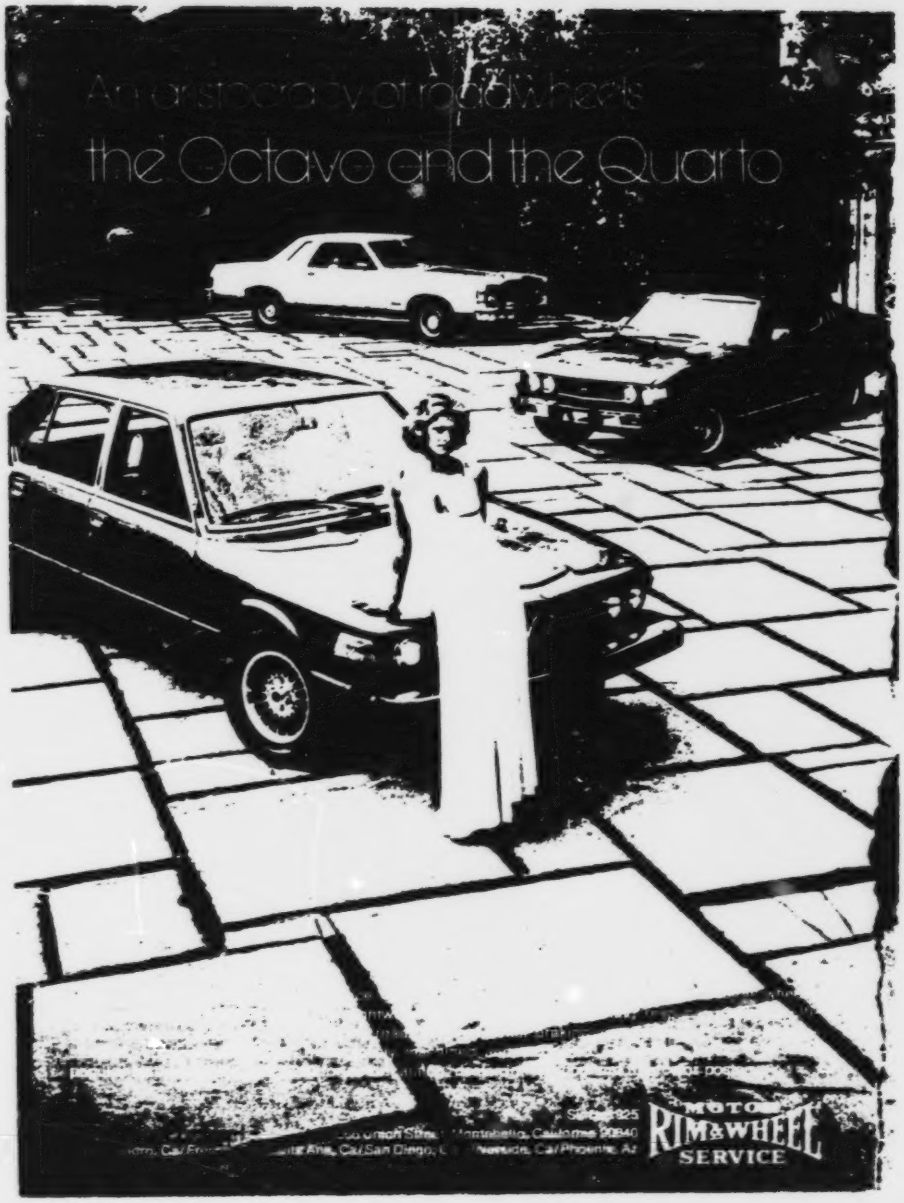
Secret. Strong enough for a man, but made just for you.

Dress by Birgitta Beverly Hills

© 1981 Procter & Gamble Company

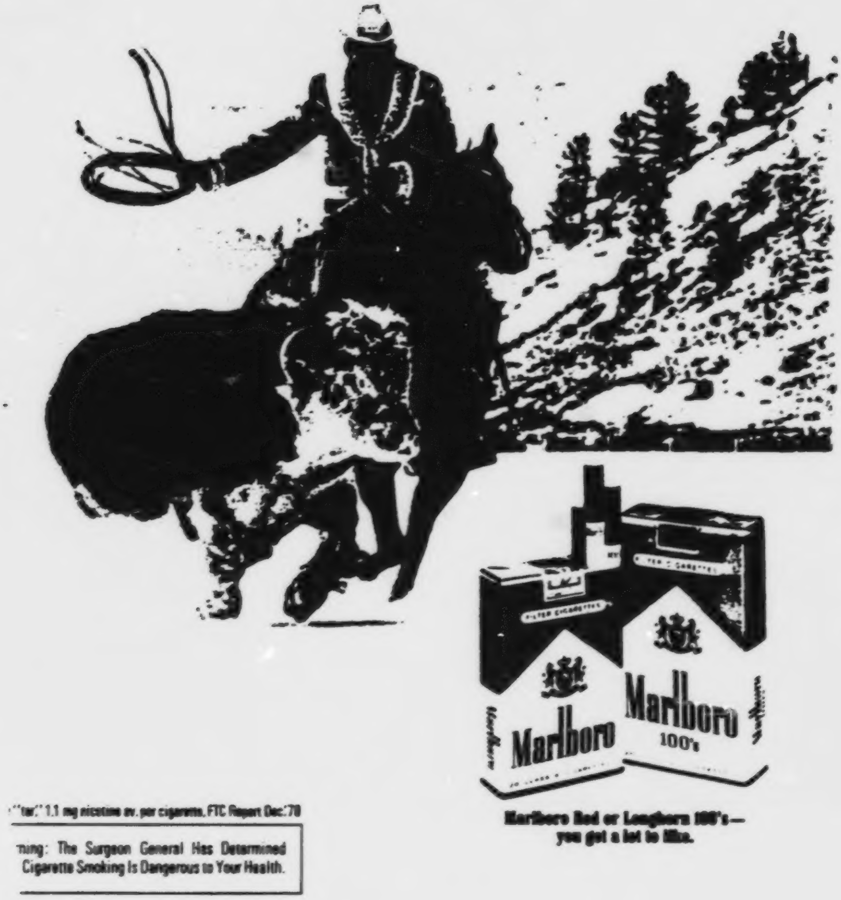
Stereotyped

1. Certain images of what people are and should be are created in ads. Masculine and feminine roles are assigned and poses emphasize what each role "should" be.


An aristocracy of roadwheels
the Octavo and the Quarto
Since 1925
Union Street, Montebello, California 90840
Santa Ana, Ca/San Diego, Ca/Riverside, Ca/Phoenix, Az
MOTOR
RIM & WHEEL
SERVICE

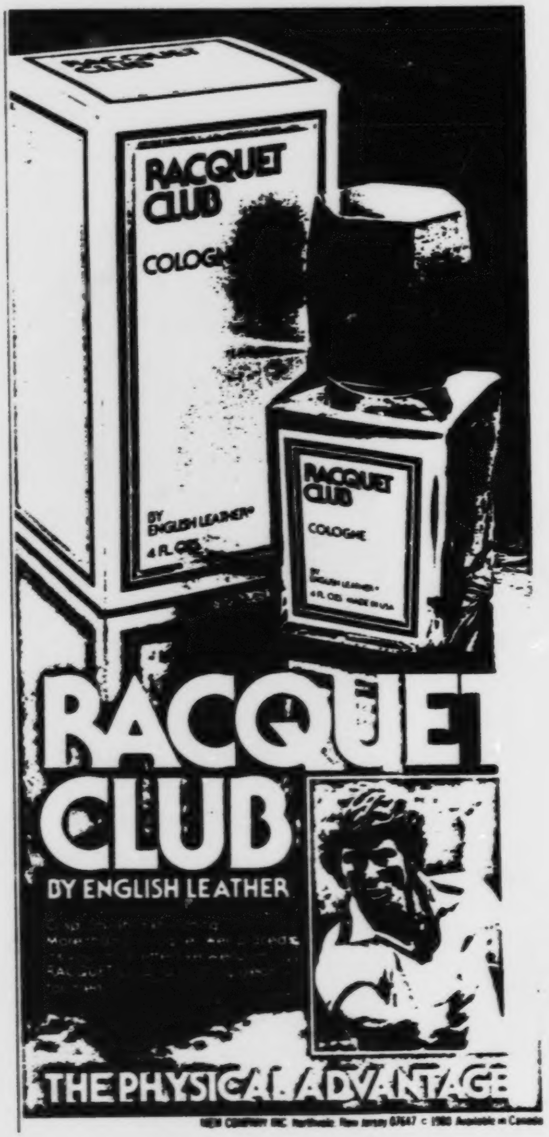
Sex Appeal

2. Women are used as decorations to try to sell anything. The underlying message is, if you buy this product, you'll attract women like this.


Marlboro
Marlboro
100's
"tar," 1.1 mg nicotine av. per cigarette, FTC Report Dec.'70
ning: The Surgeon General Has Determined
Cigarette Smoking Is Dangerous to Your Health.
Marlboro Red or Longhorn 100's—
you get a lot to like.

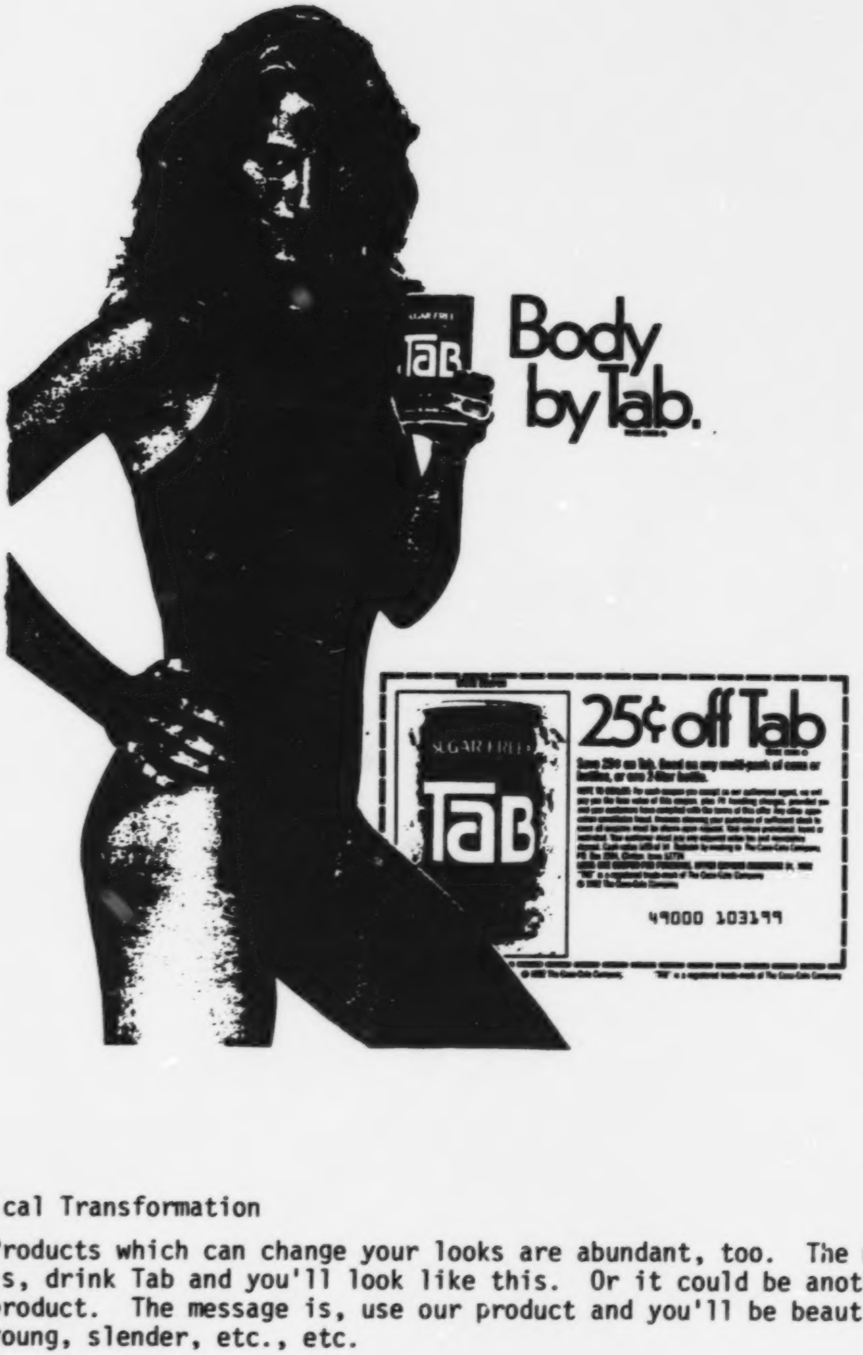
Physical Prowess

3. a. The message is "men like this smoke our product" so ... the reverse is true. If you smoke this product, you must be like this.


RACQUET CLUB
COLOGNE
BY ENGLISH LEATHER®
4 FL. OZS.
RACQUET CLUB
COLOGNE
BY ENGLISH LEATHER®
4 FL. OZS. MADE IN USA
RACQUET CLUB
BY ENGLISH LEATHER
THE PHYSICAL ADVANTAGE
MEM COMPANY INC. Northvale, New Jersey 07647 © 1980 Available in Canada
25

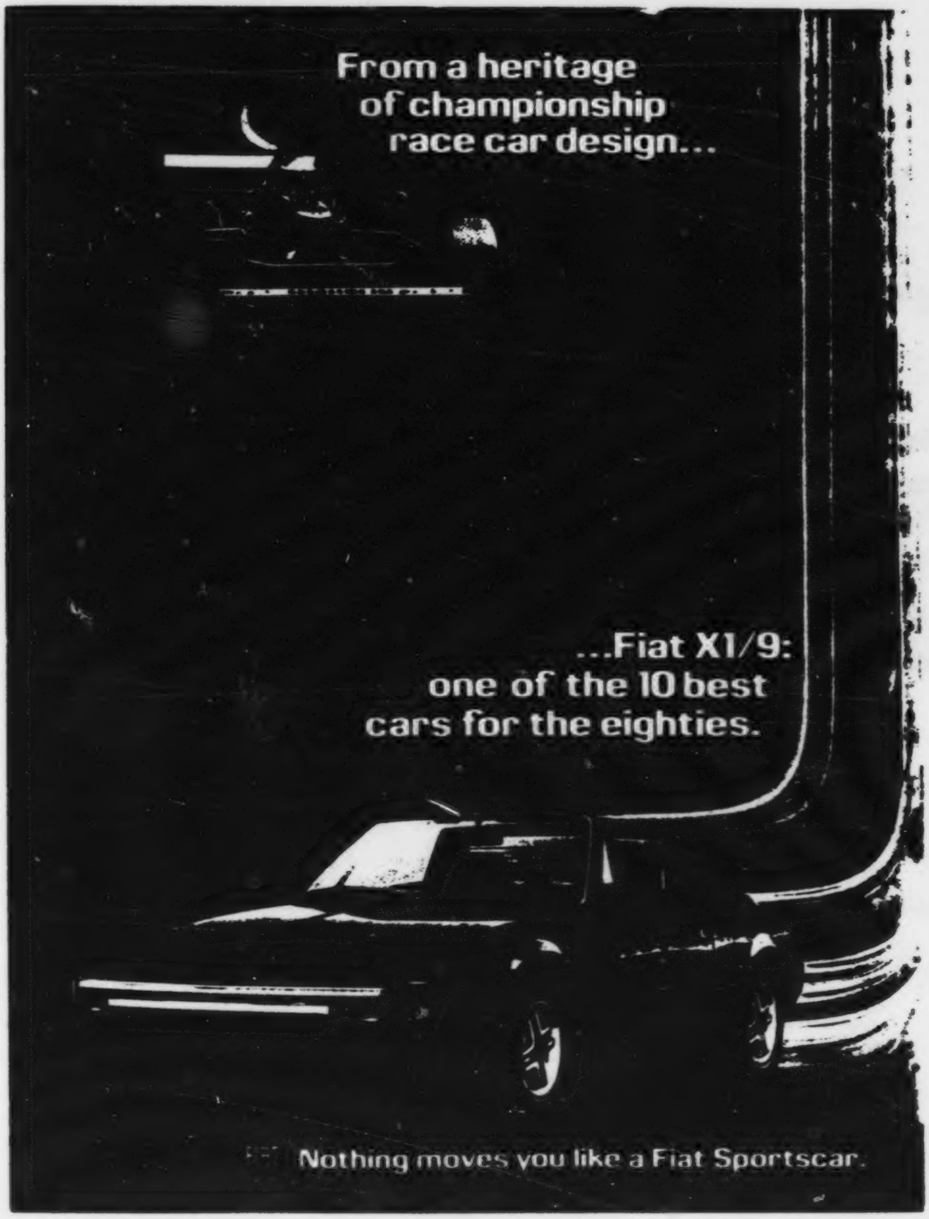
Physical Prowess

3.b. The names of colognes for men are all on the theme of the "macho" man who is active, adventurous and physical as in this example.


Body by Tab.
SUGAR FREE
TaB
25¢ off Tab
49000 103199

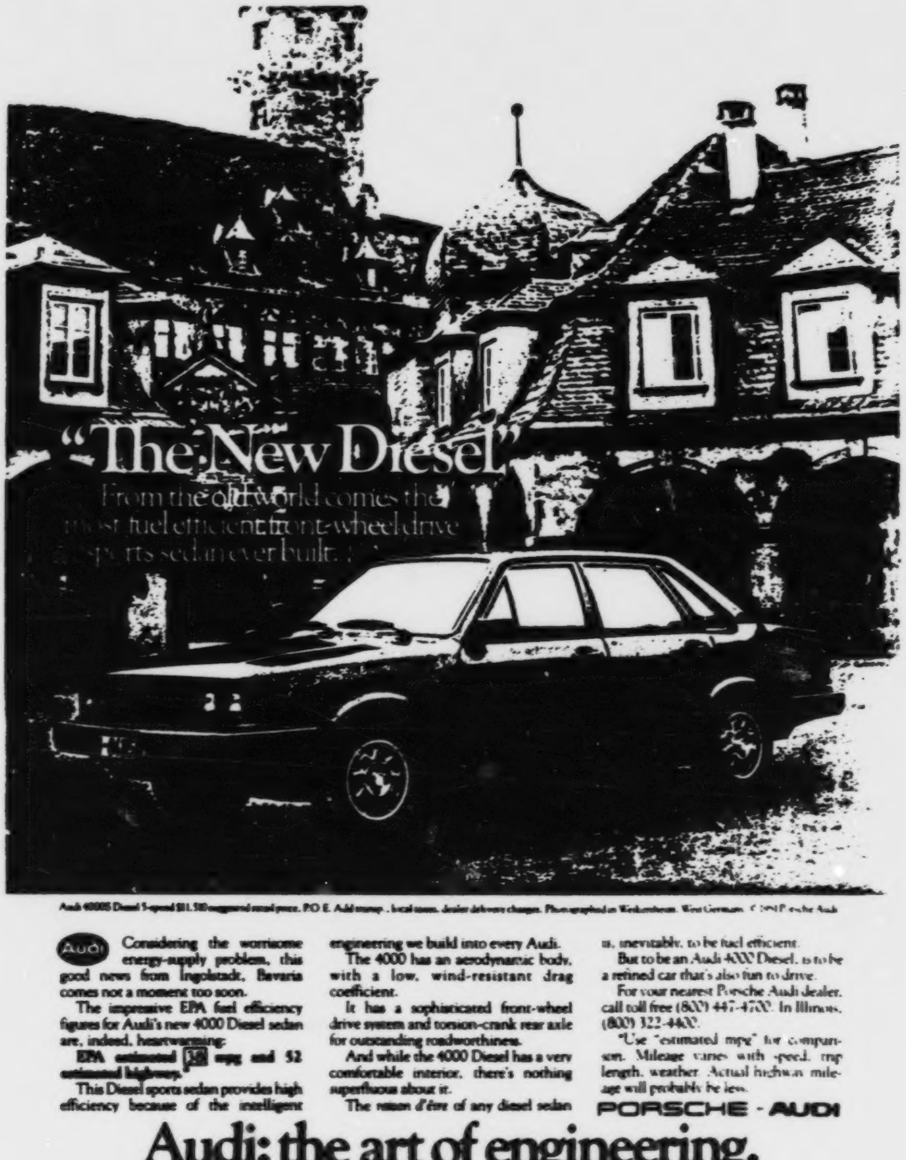
Physical Transformation

4. Products which can change your looks are abundant, too. The message is, drink Tab and you'll look like this. Or it could be another product. The message is, use our product and you'll be beautiful, young, slender, etc., etc.


From a heritage of championship race car design...
...Fiat X1/9: one of the 10 best cars for the eighties.
Nothing moves you like a Fiat Sportscar.

Enhanced Self-Image

5. Our dreams can be used in ad to attract us, too. If what you really want to be is a racing driver, one way to get a piece of that life is to buy this car.



"The New Diesel"

From the old world comes the most fuel efficient front-wheel drive sports sedan ever built.*

Considering the worrisome energy-supply problem, this good news from Ingolstadt, Bavaria comes not a moment too soon.

The impressive EPA fuel efficiency figures for Audi's new 4000 Diesel sedan are, indeed, heartwarming:

EPA estimated [36] mpg and 52 estimated highway.

This Diesel sports sedan provides high efficiency because of the intelligent engineering we build into every Audi.

The 4000 has an aerodynamic body, with a low, wind-resistant drag coefficient.

It has a sophisticated front-wheel drive system and torsion-crank rear axle for outstanding roadworthiness.

And while the 4000 Diesel has a very comfortable interior, there's nothing superfluous about it.

The raison d'être of any diesel sedan is, inevitably, to be fuel efficient.

But to be an Audi 4000 Diesel, is to be a refined car that's also fun to drive.

For your nearest Porsche Audi dealer, call toll free (800) 447-4700. In Illinois, (800) 322-4400.

*Use "estimated mpg" for comparison. Mileage varies with speed, trip length, weather. Actual highway mileage will probably be less.

PORSCHE · AUDI

Audi: the art of engineering.

Social Stratification

6. The setting is all important in the ads which associate the kind of people who purchase a particular product. Often, the different economic levels in society are related to a product. The message is that only the rich and important have this product so, again the reverse is true. If you have this product, you must be rich and important.

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# Advertising Slogan Quiz

1. We're Number One and We're ____________________
2. Thank you very much____________________
3. ____________________ You make good cookies
4. Don't leave home without it ____________________
5. Feeling Good!____________________
6. If I'm an Almondillo, how come you're called ____________________?
7. Long, grain rice that's ready in 5 minutes__________ __________
8. I'm Cathy Rigby for __________ __________ __________
9. When you eat your ____________________ do you eat the red ones last?
10. Helps stop the greasies____________________
11. Psssst...Wanna buy something real special?____________________
12. The __________ __________ Feeling
13. Strong enough for a man but made for a woman____________________
14. The Soft Touch__________ __________
15. ____________________ is it!
16. The gum gum with flavour flavour____________________
17. ____________________skin looks young!
18. ____________________Helps!

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# Advertising Slogan Quiz
## Answer Sheet

1. Glad This slogan appears on a television commercial of a cute little boy using his wagon to haul a big, black garbage bag. In a recent survey, this ad was cited most often as the favorite, but most people couldn't remember the name of the product.

2. Milk According to June 1982 statistics, the per capita consumption of milk has been on a steady increase since the airing of these ads.

3. Mr. Christie Children are the "hook" in these ads. They're very cute and adorable. Wouldn't we just love to buy Mr. Christie's cookies and have kids just like that at home?

4. American Express The traveller is the major target of these ads. Wherever you go, on business or pleasure, American Express can provide any number of services.

5. Participaction These ads are aimed at all walks of life and age groups with the message to our sedentary society that "just a little" exercise will help you feel and look good.

6. Turtles Some ads are just for fun to make you smile.

7. Minute Rice Simplicity of use is the theme of this ad that is stated over and over and over again, just in case you can't count to 5.

8. Stayfree Maxi Pads The advertisers have used a celebrity to promote a product that has had a great deal of controversy surrounding it. Many consumers feel that it is not appropriate to advertise these products so heavily during prime time viewing and many think that they should not be advertised at all.

9. Smarties This is a very old jingle that is still being used in today's ads. The visuals used in the modern ads really liven up the old melody.

10. Agree It may "help stop the greasies" but not for long. You still have to wash your hair because it gets greasy.

11. Resdan Another old classic from the past. The advertisers are using the uniqueness claim to enhance their product. Since it wasn't available in the States, it must be special.

12. Long Distance These television ads are full of beautiful pictures of ordinary people doing everyday things. They are people's memories and they pull at our heart strings. "If You're Lonesome Today" says the song in the background. Phone home and don't be lonesome.

13. Secret This is an example of an ad that stereotypes men and women. The ad implies that men are strong and women are weak. This deodorant is made for women (who are weak) but the product is so good it could be used for men (who are strong--or is it just that they perspire more?).

14. Royale This is another favorite television ad for which many people could recall the visual effects but not the name of the product. The ad shows cute, little, white kittens playing in a beautiful, white setting with soft, fluffy, white toilet tissue. It's cute but kittens really have nothing to do with the product. The advertisers hope that the warm feelings created by this scene will carry over to the time you purchase the product.

15. Coke What is "it"? The ads show examples of "it" and most of the examples show young people having fun. The underlying suggestion is, if you drink Coke, you'll have "it".

16. Chicklets Another ad that was made for its entertainment value.

17. Wondra These ads always show young women whose skin naturally looks young. Maybe Wondra is just for the young? Or is the message to older women that Wondra will make them look younger?

18. Shell The Shell ads were made to publicize their booklets on various topics. The slogan implies that they are the only oil company that helps you.

## Score Yourself

| | | |
|---|---|---|
| ☐ | 16 - 18 | You either have a photographic memory or you watch a lot of television. You are very susceptible to the messages. |
| ☐ | 12 - 15 | Not bad! You're aware of what goes on around you. Can you sing the jingles too? |
| ☐ | 6 - 11 | Not good! The advertisers will have to work harder. |
| ☐ | 0 - 5 | Watch out! You walk around in a fog and aren't paying attention! |

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# Name Brand Quiz

Some products are so well-known that they do not need to be advertised. Their names have become part of our everyday language. For example, we generally ask for a Kleenex rather than a facial tissue.

Listed below are clues to words we use in our daily language but which are really a registered brand name.

1. a head-ache remedy containing acetylsalicylic acid ______________
2. a rugged four-wheel drive which earned its reputation in the Army ______________
3. gift-giving just wouldn't look the same without this sticky substance ______________
4. a traveller's delight for keeping drinks hot or cold ______________
5. a recreation or work vehicle which made winter more fun ______________
6. a disc that flies through the air with the greatest of ease ______________
7. the night sky of Las Vegas is ablaze with these lights ______________
8. wiggles & jiggles in a multitude of colours ______________
9. an innovation that changed forever the diaper pail and wash-day blues ______________
10. a cover for every size scratch or cut ______________

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# Name Brand Quiz Answer Key

1. Aspirin
2. Jeep
3. Scotch Tape
4. Thermos
5. Ski-doo
6. Frisbee
7. Neon
8. Jello
9. Pampers/Flush-a-byes
10. Band-aid

## Score Yourself

| | |
|---|---|
| 9 - 10 | You're a whiz! Do you buy all these products? |
| 7 - 8 | Not bad! You must actually read labels! |
| 4 - 6 | Well....maybe the clues were too hard? |
| 0 - 3 | Oh well! You've probably never had a head-ache or ridden in a Jeep to deliver a Thermos, gift-wrapped with Scotch Tape to a child in Pampers who plays Frisbee, eats Jello, has a cut covered with a Band-aid, under the Neon lights in a Ski-doo. |

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# Advertising
# The Law & Codes

Advertising is governed by two sets of rules. The Misleading Advertising Provisions in the Combines Investigation Act are administered by Consumer & Corporate Affairs, Canada. The Code of Advertising Standards, established by the advertisers themselves, is administered by the Advertising Standards Council.

Take the following quiz to test your knowledge about the laws and regulations governing advertising and marketing techniques:

1. A store which advertises 10% off the regular price of an item when, in fact, it has never sold the item, is guilty of an offense.

__________ True __________ False

2. A merchant with two or more outlets must charge the same price for the same merchandise in each store.

__________ True __________ False

3. A manufacturer can set the retail price of goods.

__________ True __________ False

4. It is required that individuals giving testimonials for a product must have used the product and believe in it.

__________ True __________ False

5. If two prices appear on an item, the store must sell it to the consumer for the lower price.

__________ True __________ False

6. If there is a printing error in an advertisement, the store must sell the item for the advertised price.

__________ True __________ False

7. In a "free" contest, the organization can require that you make a purchase.

__________ True __________ False

8. An ad stating "satisfaction guaranteed" means a consumer can return an item for a full refund if not happy.

__________ True __________ False

9. If a store advertises a product at a bargain price but does not have any items in stock, an offense has been committed.

__________ True __________ False

10. It is legal for an advertiser to try to increase sales by including messages in ads which consumers can't really see or hear (subliminal).

__________ True __________ False

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# Advertising: The Law & Codes

## Answer Key

1. True, except in the case of competitive stores (e.g. a chain of grocery stores) in a trading area in which one store has sold the item at regular price.

2. False, the price may vary from store to store, area to area.

3. False, manufacturers may "suggest" a retail price but it is each individual store which sets the price.

4. True, in order for an individual or a celebrity to endorse a product, s/he must have used the product and believe in it.

5. False, the store does not have to sell the item at all but it can be prosecuted if an investigation finds that it is in contravention of the Act.

6. False, the store does not have to suffer a loss due to an error made by another party.

7. False, a "free" contest is just that. It is free. There is no purchase necessary.

8. True, if a store advertises that it "guarantees" satisfaction, and if the only way a consumer will be "satisfied" is to return the goods for a full refund, then the store must comply.

9. True, unless the store has indicated limited numbers in the ad or can show circumstances for non-supply beyond his/her control.

10. False, the Television Broadcasting Regulations (Section 15(1)) prohibits the use of any messages of such a brief description that consumers are not aware of their presence.

For further information or clarification about misleading advertising, contact the federal department of Consumer & Corporate Affairs, Canada closest to you.

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# Section III

# Women and Advertising Guide

A major function of advertising is to attract consumers' attention to a product and to create a desire for it. This is achieved by designing a particular image for that product. Often, the image associated with a product is that of a beautiful, sensuous woman. The advertisers are asking consumers to associate "sex appeal" with their product. A close look at ads around us will reveal many examples of the premise that "sex sells."

Along with the problem of being portrayed as sex objects, women are portrayed in ads in very defined roles. This section of the advertising kit deals with the images of women that are found in advertising. Included in this section are:

Women and Advertising
The Images of Women in Advertising
What Is For Sale?
What Can You Do?

The problem of sex-role stereotyping is defined in the information sheet, "Women and Advertising". The statistics quoted are from studies of advertising published in the consumer journal, Protect Yourself, September, 1979, and the Press Release by the Task Force on Sex Stereotyping, Canadian Radio-Television and Telecommunications Commission, (CRTC), November 24, 1980.

"The Images of Women in Advertising" consists of advertisements taken from 1981-82 publications which illustrate sex-role stereotyping for both men and women and examples of what advertisers can do to avoid the problem.

"What is for Sale?" provides an outline of an audio-visual component of the package, Killing Us Softly, a 16 mm film which examines the images of women that advertisers use to sell their products. It may be borrowed from the Consumer Information Centre, Saskatchewan Consumer and Commercial Affairs, 1871 Smith Street, Regina, S4P 3V7 or phone collect 565-5578.

"What Can You Do?" outlines courses of action for the individual to voice his/her concerns about the messages or images in advertising.

In order to combat the effect of 500 advertising messages a day which encourage people to buy, consumers need to be aware of the subtle pressure that equates a product with an image. Prior to the moment of purchase, a consumer needs to analyze carefully whether the product will fill a real need, or whether the "need" for the product is really a desire to match the image.

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# Women & Advertising

Studies of television advertisements have found that:

77% of leading roles in ads for food, cleaners, laundry, or care of the household and its inhabitants were filled by women.

73% of leading roles in ads for cars, banks, oil, insurance, finance, real estate, public service and alcohol were filled by men.

92% of voices giving advice as "voice-overs" were men.

Women were portrayed as:

1) the family nurse, responsible for hygiene, nutrition, health and care of every scratch and bruise

2) servants, doing laundry, dishes, housework, and serving food, drinks and snacks

3) the family secretary

4) dependent emotionally, intellectually and physically, in constant need of advice

5) childish, illogical and frivolous, spending money wildly on luxuries

6) jealous, passive, seductive

7) incomplete without a man

8) obsessed with clean houses and clothes, once married

9) insecure without the approval of a man or her children

10) worshipped only if young, slender, beautiful and "shapely"

11) decorations or sex objects.

There is usually little connection between the pretty face and the item for sale. In fact, it is often not clear what is for sale.

Men were shown as incompetent in the kitchen and involved in cleaning only while "the little lady" was away.

One study of advertising in March, 1978, found that only 14% of the women in ads were shown practicing a trade or profession but, in reality, women made up 42% of the work force.

In 1979, the Canadian Radio-Television & Telecommunications Commission (CRTC) established a committee to monitor "sex stereotyping" in television and radio advertising. They found 91% of the ads to be sexist based on the following definitions:

i) any advertisements showing people in an inferior or degrading situation is an affront to their dignity and, hence, discriminatory.

ii) advertising is sexist if one sex is depreciated in relation to the other.

iii) advertising is sexist if a product is suitable for use by both sexes but is presented consistently by only a male or female or directed to one sex alone.

The Task Force recommended the following guidelines for use as a basis to eliminate the problem of sex stereotyping in advertising:

1. Advertising should recognize the changing roles of men and women in today's society and reflect the broad range of occupations for all.
2. Advertising should reflect a contemporary family structure showing men, women, and children as equally supportive participants in home management and household tasks and as equal beneficiaries of positive attributes of family life.
3. Advertising, in keeping with the nature of the market and the product, should reflect the wide spectrum of Canadian life, portraying men and women of various ages, backgrounds, and appearances, actively pursuing a wide range of interests -- sports, hobbies, business -- as well as home-centred activities.
4. Advertising should reflect the realities of life in terms of the intellectual and emotional equality of the sexes by showing men and women as comparably capable, resourceful, self-confident, intelligent, imaginative, and independent.
5. Advertising should emphasize the positive, personal benefits derived from products or services and should avoid portraying any excessive dependence on or excessive need for them.
6. Advertising should not exploit women or men purely for attention-getting purposes. Their presence should be relevant to the advertised product.
7. Advertising should reflect contemporary usage of non-sexist language, e.g., "hours" or "working hours" rather than "man-hours," "synthetic" rather than "man-made," "business executives" rather than "businessmen" or "businesswomen."
8. Advertising should portray men and women as users, buyers, and decision-makers, both for big-ticket items and major services as well as smaller items.
9. Advertising should reflect a realistic balance in the use of women both as voice-overs and as experts and authorities.

**Saskatchewan
Consumer and
Commercial
Affairs**

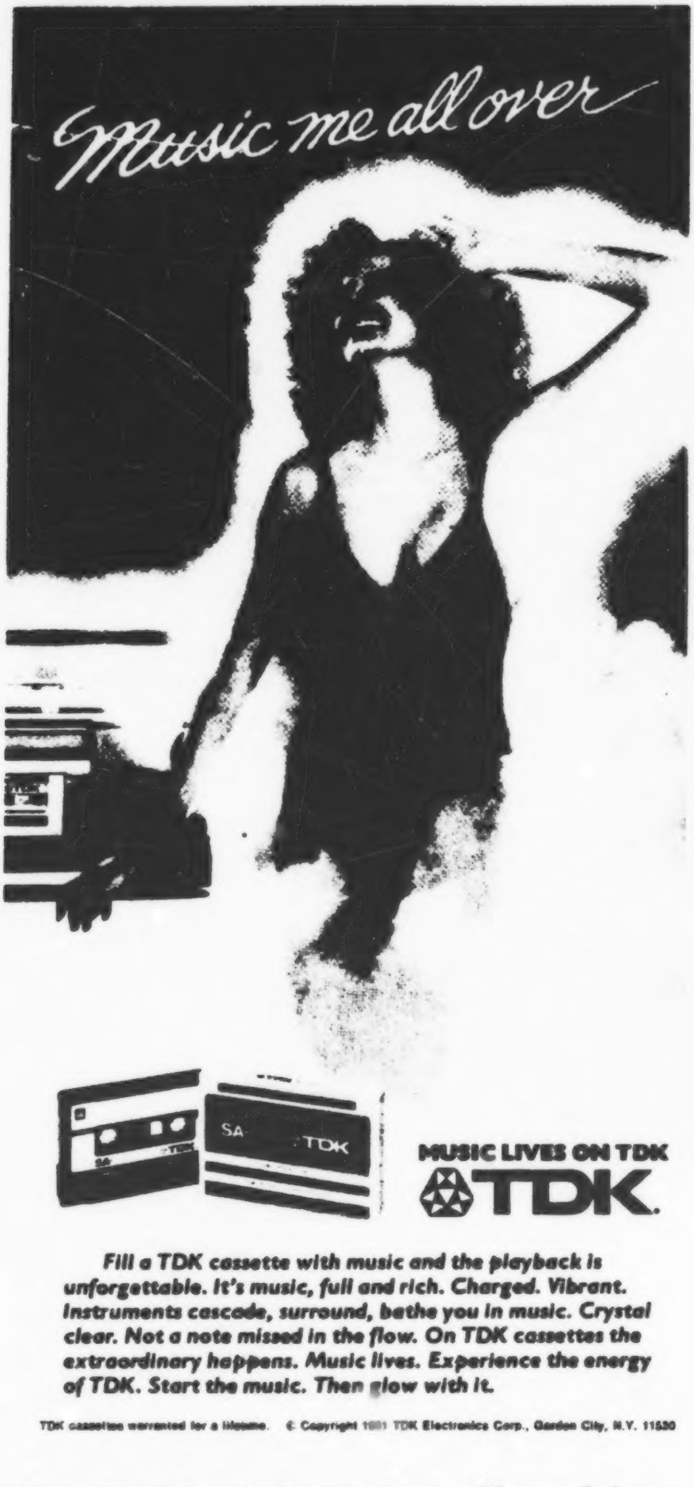
# The Images Of Women in Advertising

Advertisers often use the image of a beautiful woman to attract consumers' attention to their product. They also assign certain roles and images to men and women.

An analysis of advertising reveals that there is often an underlying message or an implied promise in an ad. If the premise that "sex sells" is true, then there must be more for sale in the ad than just the product.

To illustrate the findings of the 1979 CRTC study of advertising and the definitions of "sexist" advertising, we have collected sixty advertisements from 1981-82 publications which exemplify sex-role stereotyping for both men and women, but women in particular.

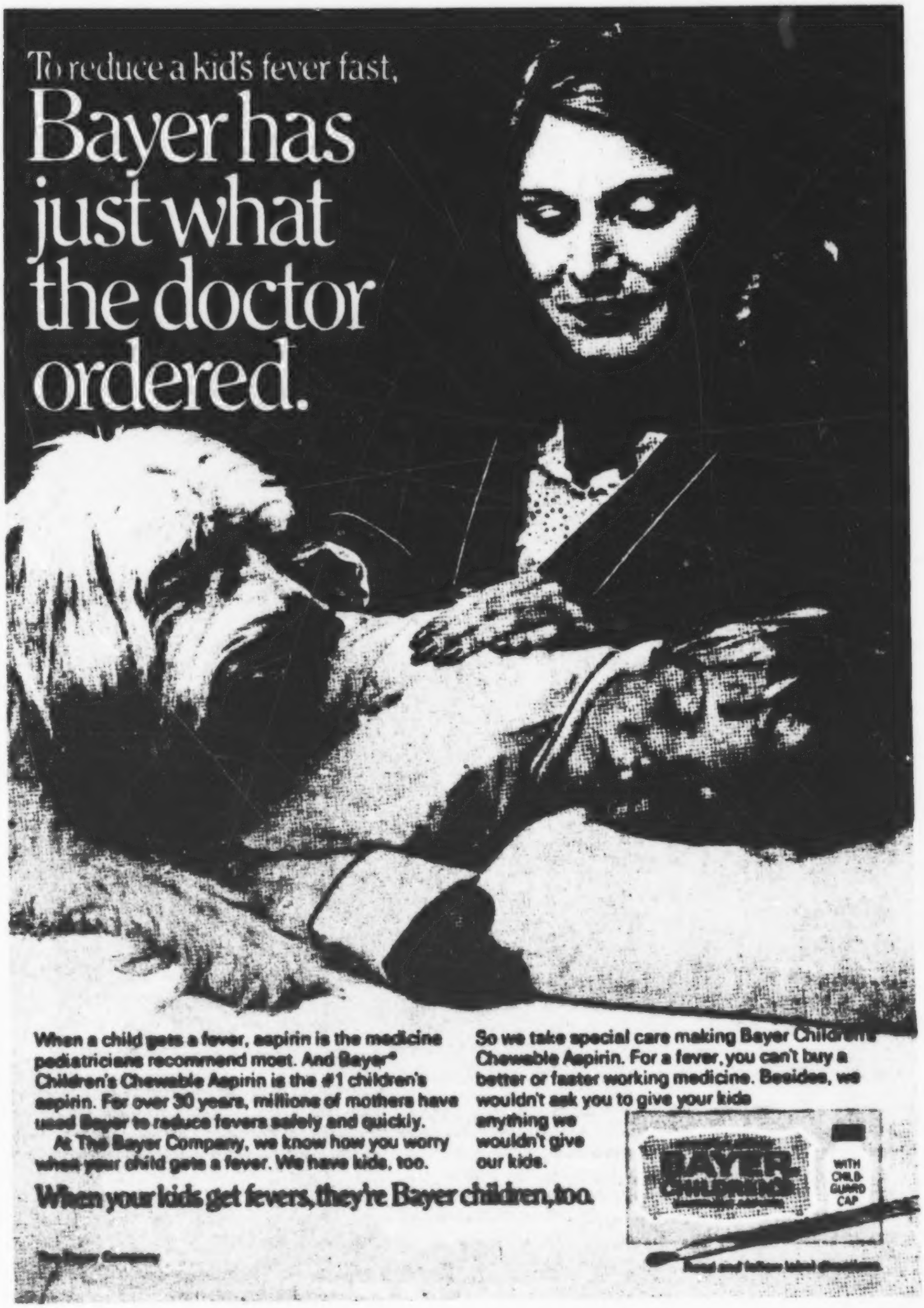
You may wish to refer to the "Women and Advertising" fact sheet to compare how men and women appear in these ads and how the ads could be changed to follow the CRTC Guidelines and eliminate sex-role stereotyping.



*Fill a TDK cassette with music and the playback is unforgettable. It's music, full and rich. Charged. Vibrant. Instruments cascade, surround, bathe you in music. Crystal clear. Not a note missed in the flow. On TDK cassettes the extraordinary happens. Music lives. Experience the energy of TDK. Start the music. Then glow with it.*

TDK cassettes warranted for a lifetime. © Copyright 1981 TDK Electronics Corp., Garden City, N.Y. 11530

By definition, then, "Music me all over" is an example of a sexist ad: the cassette could be used by both sexes, the image presented has nothing to do with the product.



To reduce a kid's fever fast,

Bayer has just what the doctor ordered.

When a child gets a fever, aspirin is the medicine pediatricians recommend most. And Bayer® Children's Chewable Aspirin is the #1 children's aspirin. For over 30 years, millions of mothers have used Bayer to reduce fevers safely and quickly.

At The Bayer Company, we know how you worry when your child gets a fever. We have kids, too.

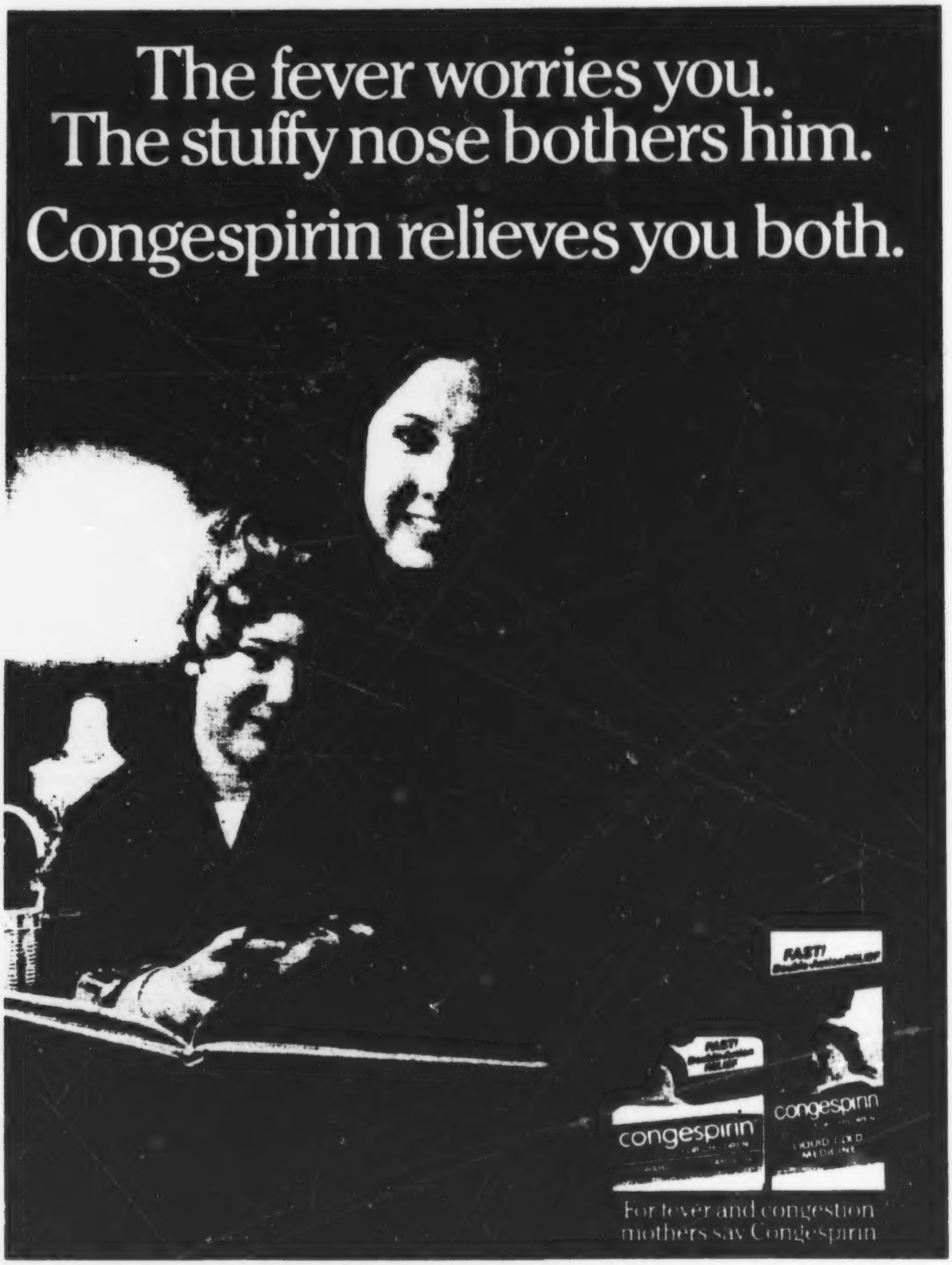
So we take special care making Bayer Children's Chewable Aspirin. For a fever, you can't buy a better or faster working medicine. Besides, we wouldn't ask you to give your kids anything we wouldn't give our kids.

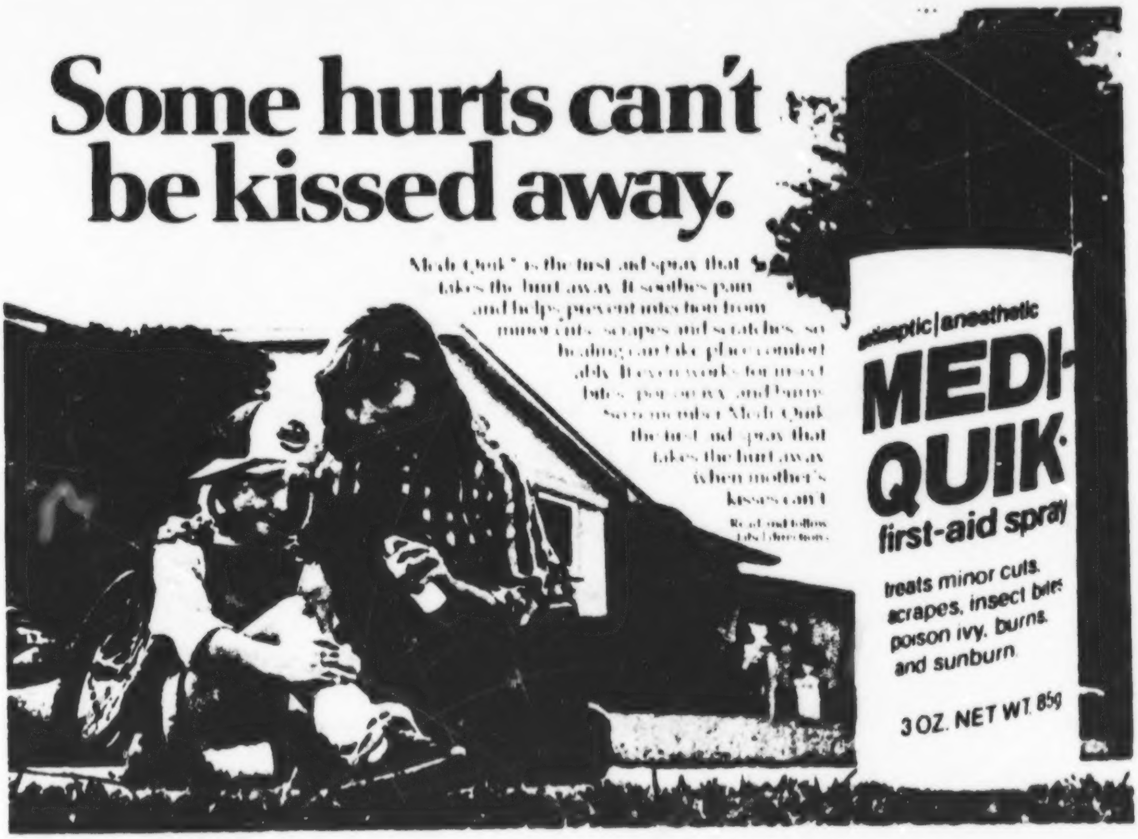
When your kids get fevers, they're Bayer children, too.

The Bayer Company

Read and follow label directions.

One of the major images of women in advertising is as the family nurse.....

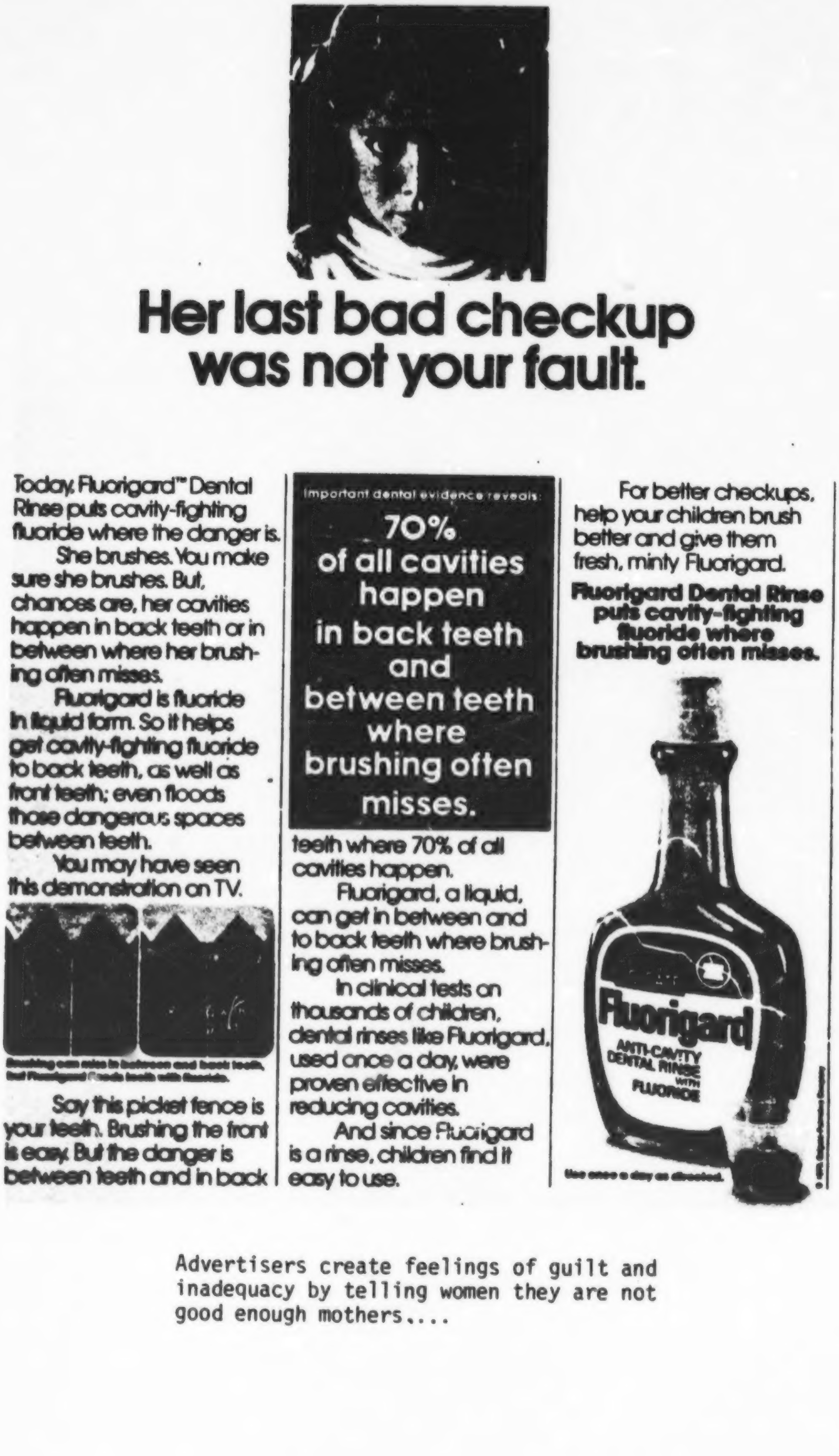




Some hurts can't be kissed away.

antiseptic|anesthetic
MEDI-QUIK
first-aid spray
treats minor cuts, scrapes, insect bites poison ivy, burns, and sunburn
3 OZ. NET WT. 85g

and every scratch and bruise.



Her last bad checkup was not your fault.

Today, Fluorigard™ Dental Rinse puts cavity-fighting fluoride where the danger is.

She brushes. You make sure she brushes. But, chances are, her cavities happen in back teeth or in between where her brushing often misses.

Fluorigard is fluoride in liquid form. So it helps get cavity-fighting fluoride to back teeth, as well as front teeth; even floods those dangerous spaces between teeth.

You may have seen this demonstration on TV.

Brushing can miss in between and back teeth, but Fluorigard floods teeth with fluoride.

Say this picket fence is your teeth. Brushing the front is easy. But the danger is between teeth and in back teeth where 70% of all cavities happen.

Important dental evidence reveals:

70% of all cavities happen in back teeth and between teeth where brushing often misses.

Fluorigard, a liquid, can get in between and to back teeth where brushing often misses.

In clinical tests on thousands of children, dental rinses like Fluorigard, used once a day, were proven effective in reducing cavities.

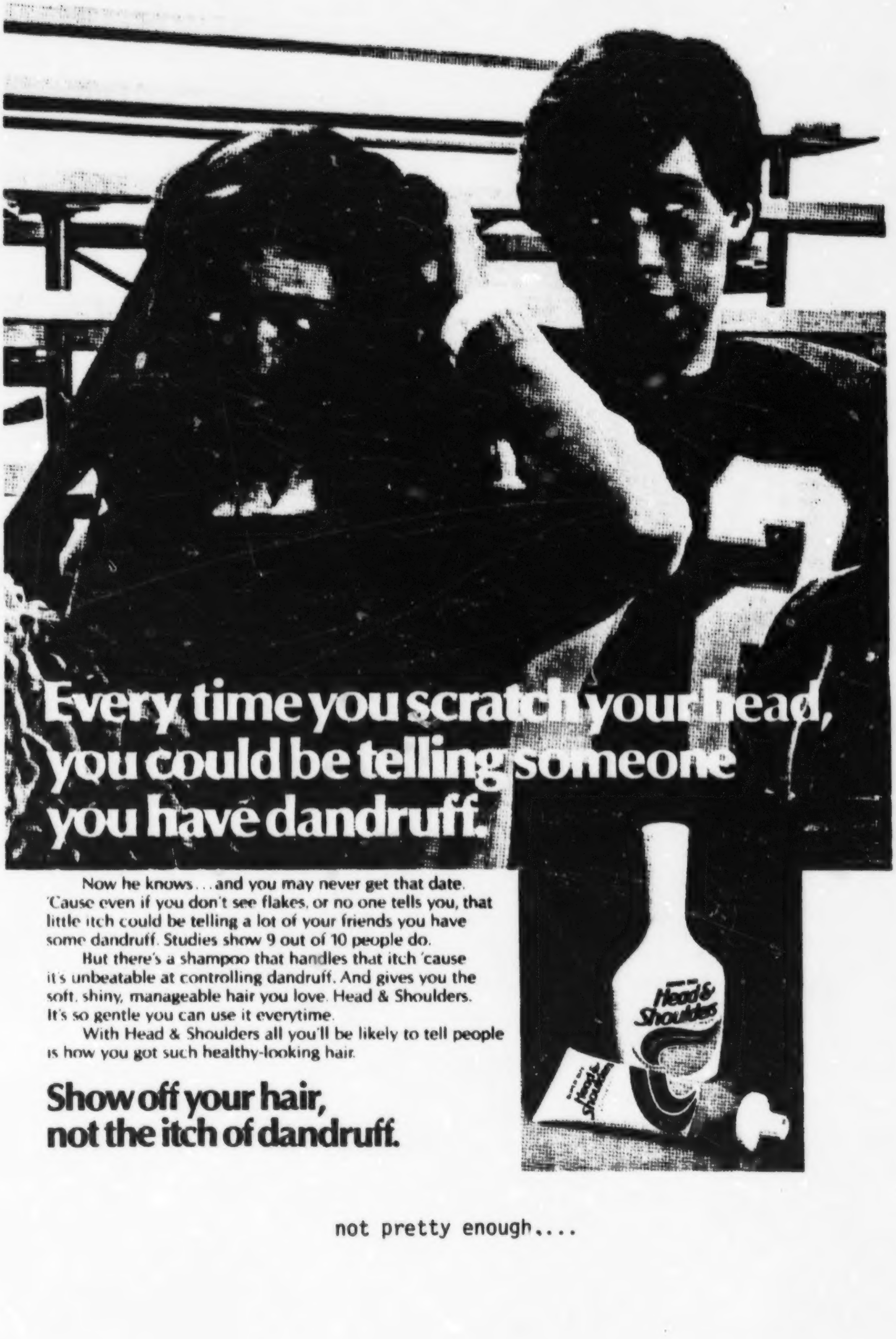
And since Fluorigard is a rinse, children find it easy to use.

For better checkups, help your children brush better and give them fresh, minty Fluorigard.

**Fluorigard Dental Rinse puts cavity-fighting fluoride where brushing often misses.**

Use once a day as directed.

Advertisers create feelings of guilt and inadequacy by telling women they are not good enough mothers....



Every time you scratch your head, you could be telling someone you have dandruff.

Now he knows . . . and you may never get that date. 'Cause even if you don't see flakes, or no one tells you, that little itch could be telling a lot of your friends you have some dandruff. Studies show 9 out of 10 people do.

But there's a shampoo that handles that itch 'cause it's unbeatable at controlling dandruff. And gives you the soft, shiny, manageable hair you love. Head & Shoulders. It's so gentle you can use it everytime.

With Head & Shoulders all you'll be likely to tell people is how you got such healthy-looking hair.

**Show off your hair, not the itch of dandruff.**

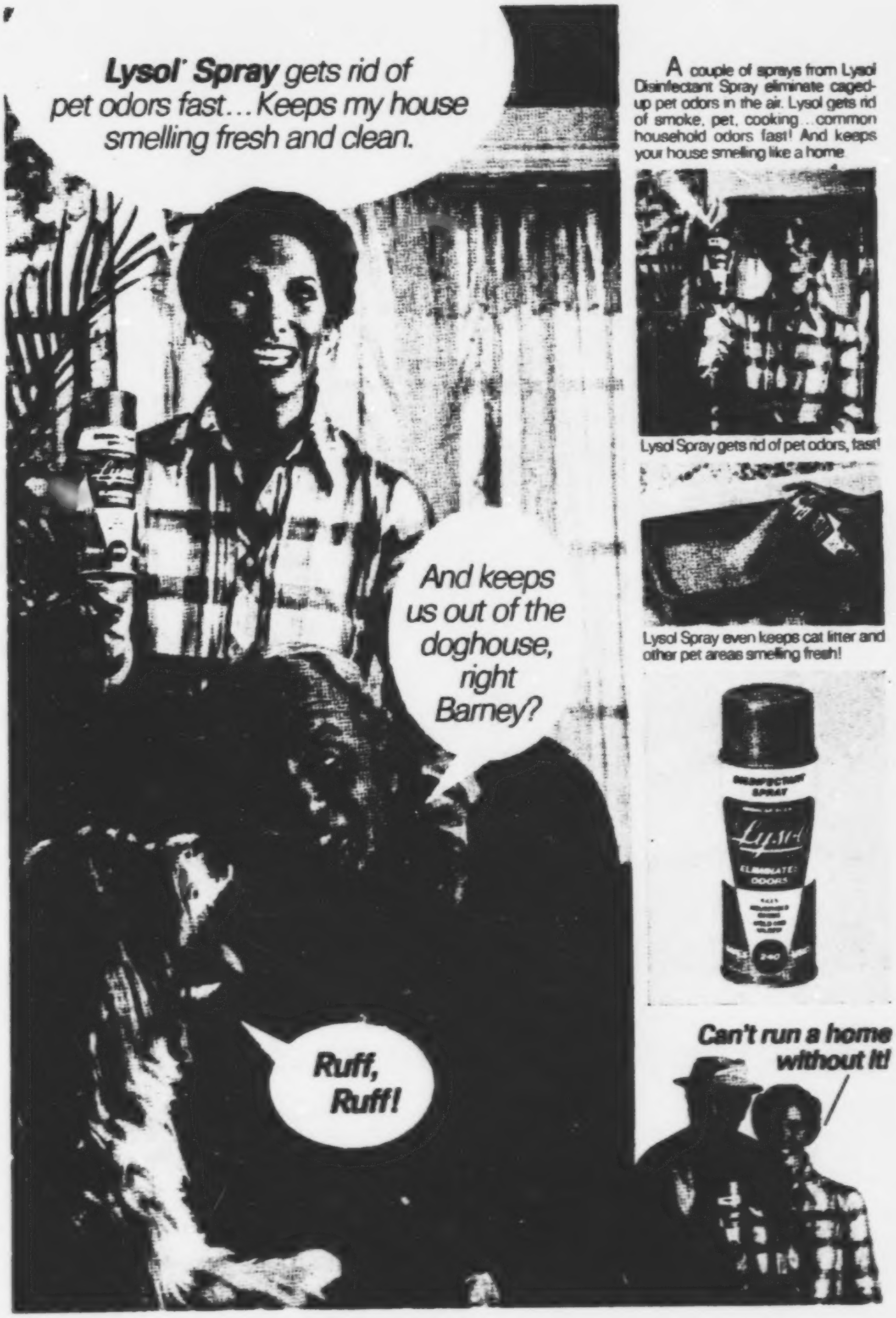
not pretty enough....

## Playtex® now speaks Body Language®

Body Language from Instead® is soft yet sexy. Lacy... but racy.
Just a wisp of a bra matched with panties that think they're a second skin.
In beige, black or white, in soft cup or underwire – whichever speaks to your body most.
Slip into Body Language. You'll understand. And so will he.

## Because your body has a language all its own.

not good enough lovers....

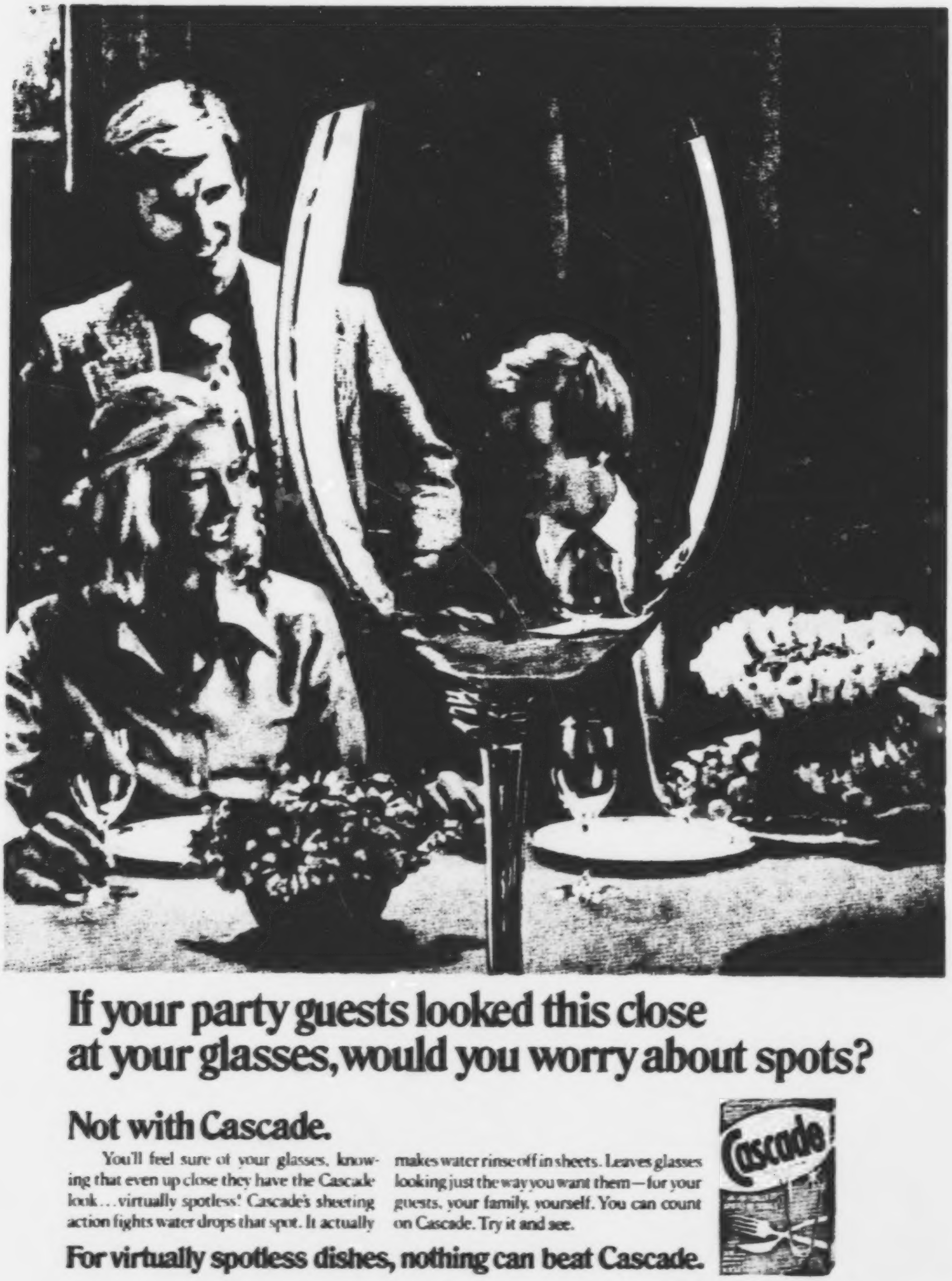

Lysol' Spray gets rid of pet odors fast... Keeps my house smelling fresh and clean.
And keeps us out of the doghouse, right Barney?
Ruff, Ruff!
Can't run a home without it!
DISINFECTANT SPRAY
Lysol
ELIMINATES ODORS

A couple of sprays from Lysol Disinfectant Spray eliminate caged-up pet odors in the air. Lysol gets rid of smoke, pet, cooking ...common household odors fast! And keeps your house smelling like a home.

Lysol Spray gets rid of pet odors, fast!

Lysol Spray even keeps cat litter and other pet areas smelling fresh!

and not good enough housecleaners.



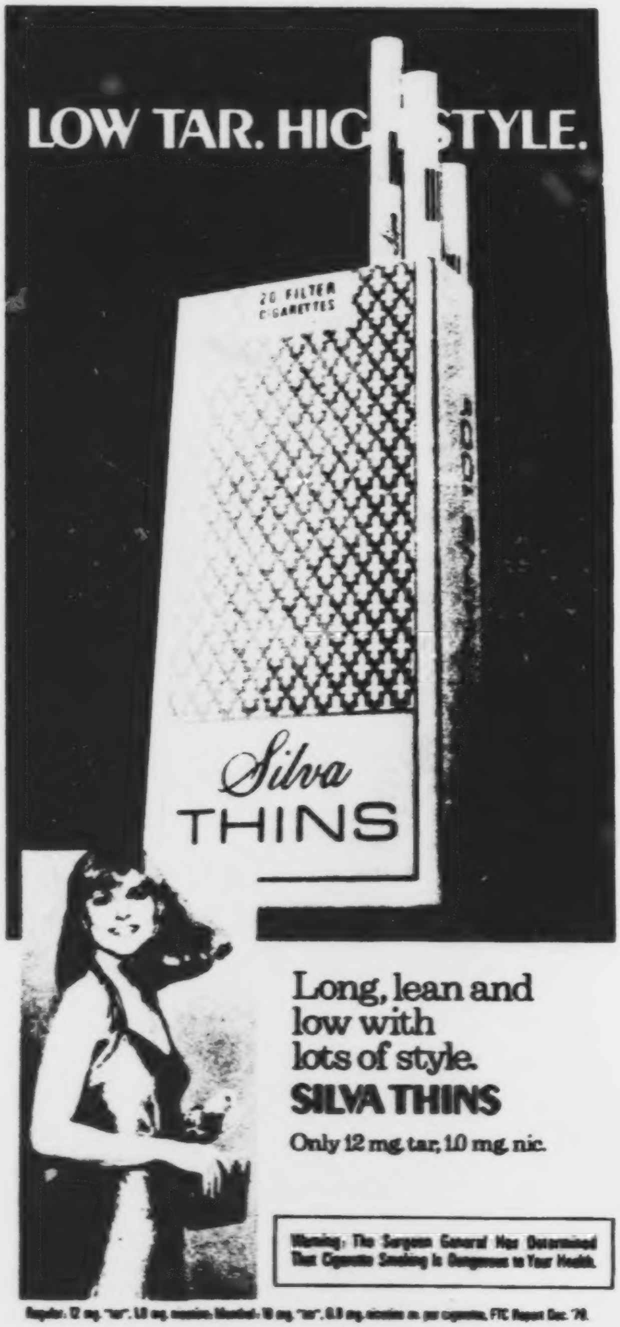
## If your party guests looked this close at your glasses, would you worry about spots?

### Not with Cascade.

You'll feel sure of your glasses, knowing that even up close they have the Cascade look...virtually spotless! Cascade's sheeting action fights water drops that spot. It actually makes water rinse off in sheets. Leaves glasses looking just the way you want them—for your guests, your family, yourself. You can count on Cascade. Try it and see.

**For virtually spotless dishes, nothing can beat Cascade.**

But...they can be all these things if they buy these products.


20 FILTER CIGARETTES
Silva
THINS

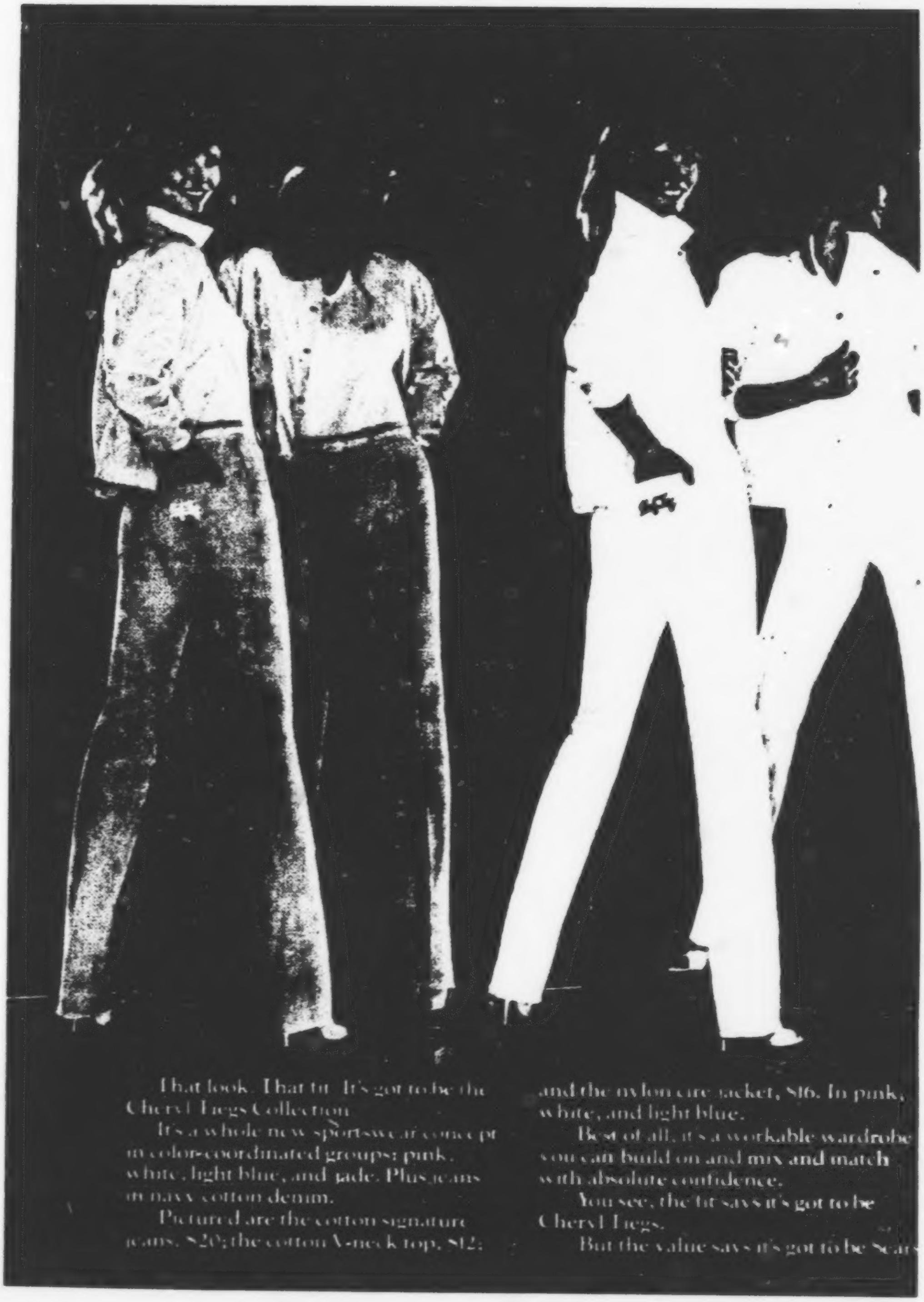
LOW TAR. HIGH STYLE.

Long, lean and
low with
lots of style.
**SILVA THINS**
Only 12 mg. tar, 1.0 mg. nic.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Regular: 12 mg. "tar", 1.0 mg. nicotine; Menthol: 10 mg. "tar", 0.8 mg. nicotine av. per cigarette, FTC Report Dec. '79.

Ads tell women what they should look like: slender, young and beautiful....



That look. That fit. It's got to be the Cheryl Tiegs Collection.

It's a whole new sportswear concept in color-coordinated groups: pink, white, light blue, and jade. Plus jeans in navy cotton denim.

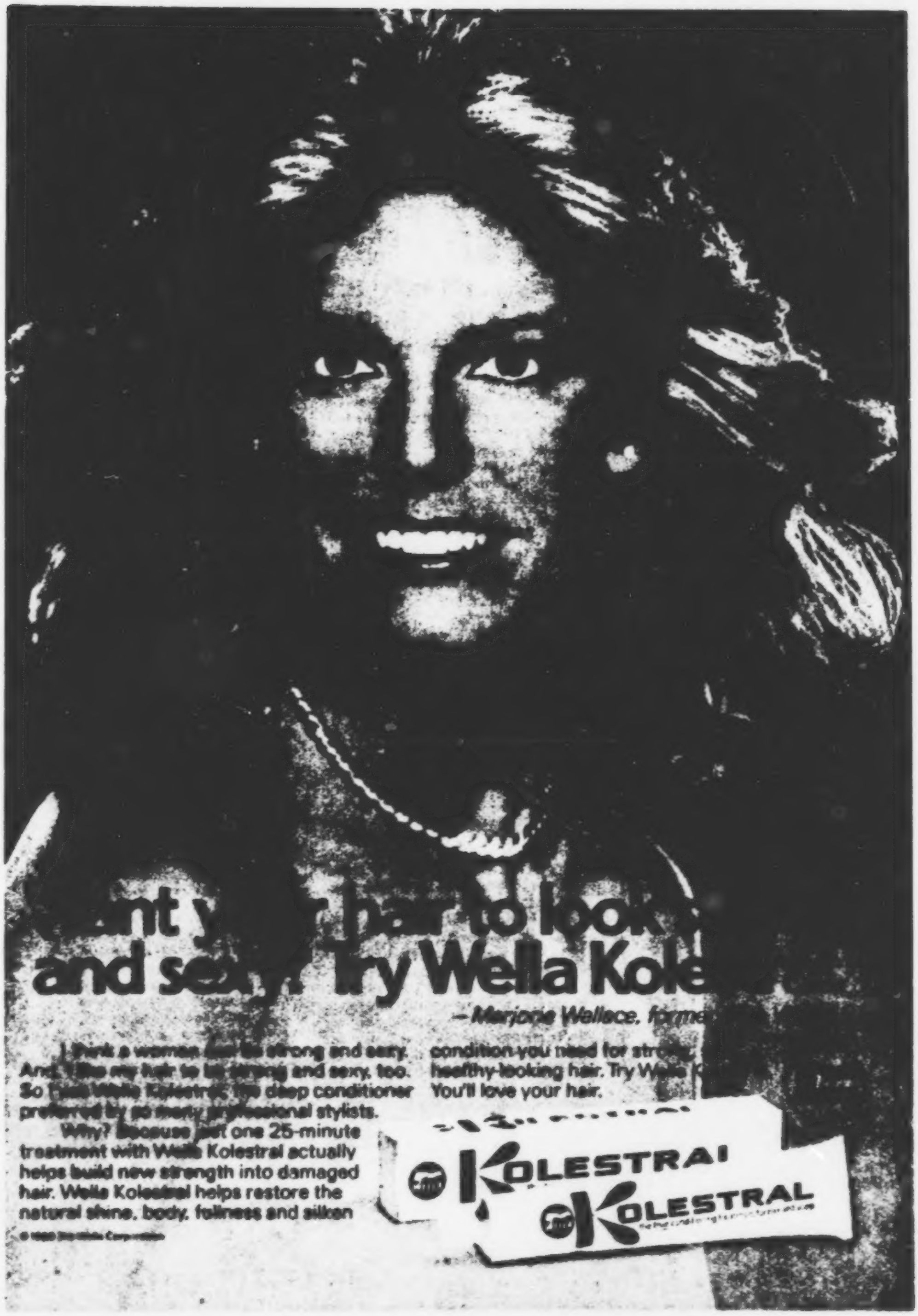
Pictured are the cotton signature jeans, $20; the cotton V-neck top, $12; and the nylon cire jacket, $16. In pink, white, and light blue.

Best of all, it's a workable wardrobe you can build on and mix and match with absolute confidence.

You see, the fit says it's got to be Cheryl Tiegs.

But the value says it's got to be Sears

and they supply ample examples.



ant y[illegible] hair to look
and sexy? Try Wella Kole
KOLESTRAL
KOLESTRAL

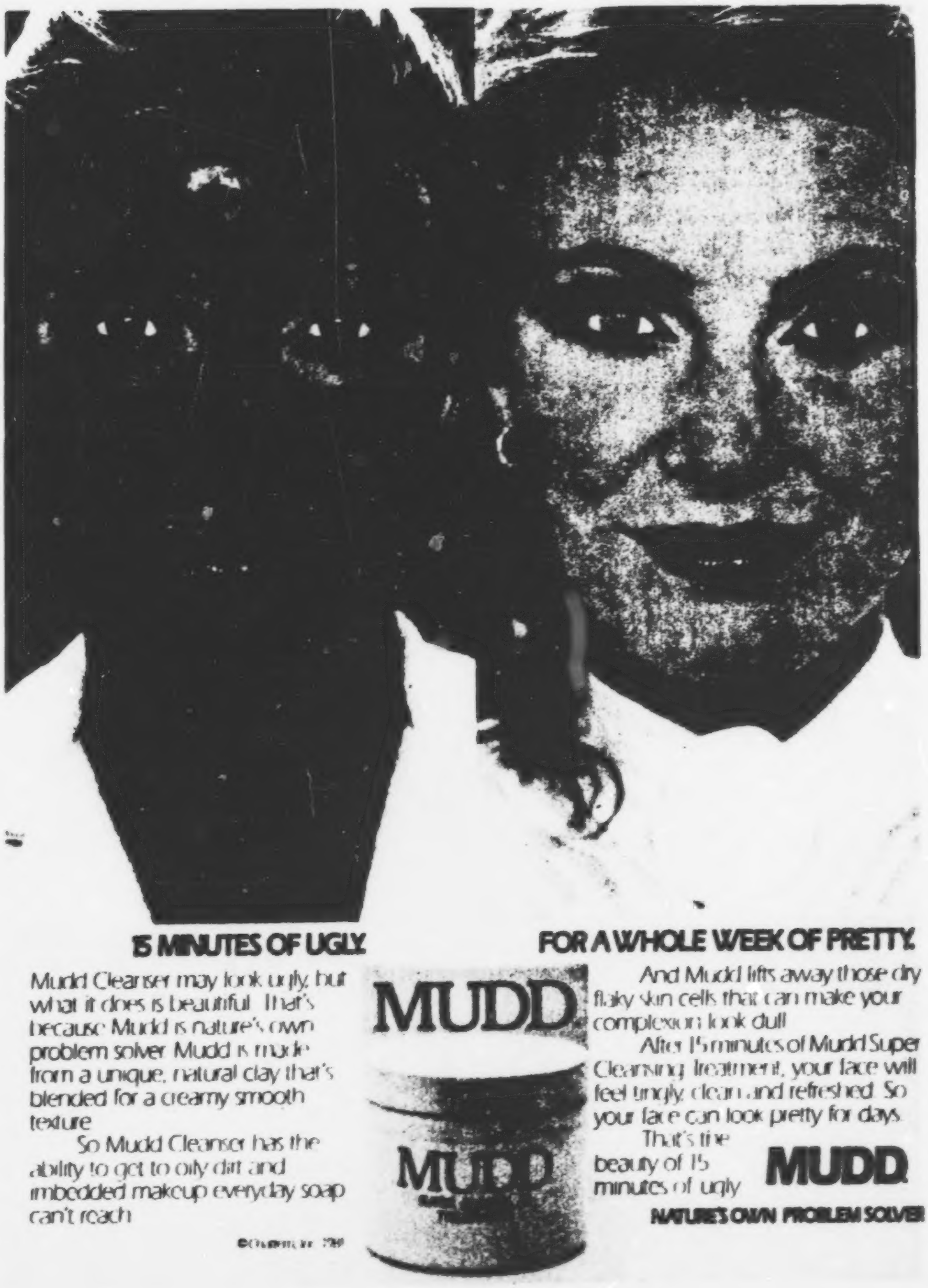
—Marjorie Wallace, forme

I think a woman can be strong and sexy. And I like my hair to be strong and sexy, too. So I use Wella Kolestral, the deep conditioner preferred by so many professional stylists.

Why? Because just one 25-minute treatment with Wella Kolestral actually helps build new strength into damaged hair. Wella Kolestral helps restore the natural shine, body, fullness and silken condition you need for stro[illegible] healthy-looking hair. Try Wella [illegible] You'll love your hair.

© [illegible] Wella Corporation

The underlying message is that to be a "winner" and get the adoration of men, women must strive to look like this.



**15 MINUTES OF UGLY. FOR A WHOLE WEEK OF PRETTY.**

Mudd Cleanser may look ugly, but what it does is beautiful. That's because Mudd is nature's own problem solver. Mudd is made from a unique, natural clay that's blended for a creamy smooth texture.

So Mudd Cleanser has the ability to get to oily dirt and imbedded makeup everyday soap can't reach.

And Mudd lifts away those dry flaky skin cells that can make your complexion look dull.

After 15 minutes of Mudd Super Cleansing Treatment, your face will feel tingly, clean and refreshed. So your face can look pretty for days.

That's the beauty of 15 minutes of ugly.

**MUDD.**

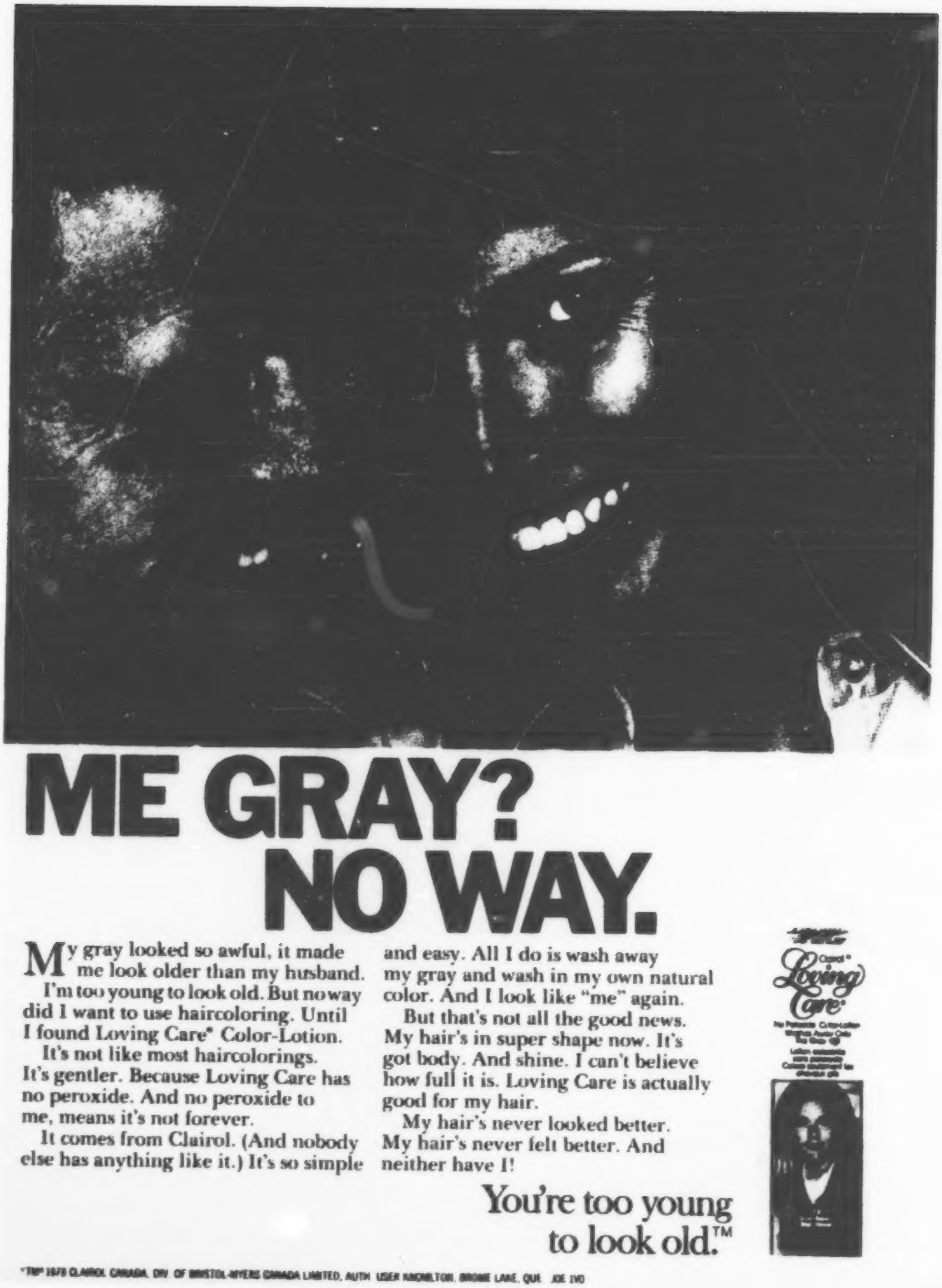
**NATURE'S OWN PROBLEM SOLVER**

©[illegible]

There are all kinds of products on the market
to help you try to be beautiful or slender...

To think this one tiny jar could make those wicked
little wrinkles [illegible]

and to stay young.



ME GRAY?
NO WAY.

My gray looked so awful, it made me look older than my husband.

I'm too young to look old. But no way did I want to use haircoloring. Until I found Loving Care® Color-Lotion.

It's not like most haircolorings. It's gentler. Because Loving Care has no peroxide. And no peroxide to me, means it's not forever.

It comes from Clairol. (And nobody else has anything like it.) It's so simple and easy. All I do is wash away my gray and wash in my own natural color. And I look like "me" again.

But that's not all the good news. My hair's in super shape now. It's got body. And shine. I can't believe how full it is. Loving Care is actually good for my hair.

My hair's never looked better. My hair's never felt better. And neither have I!

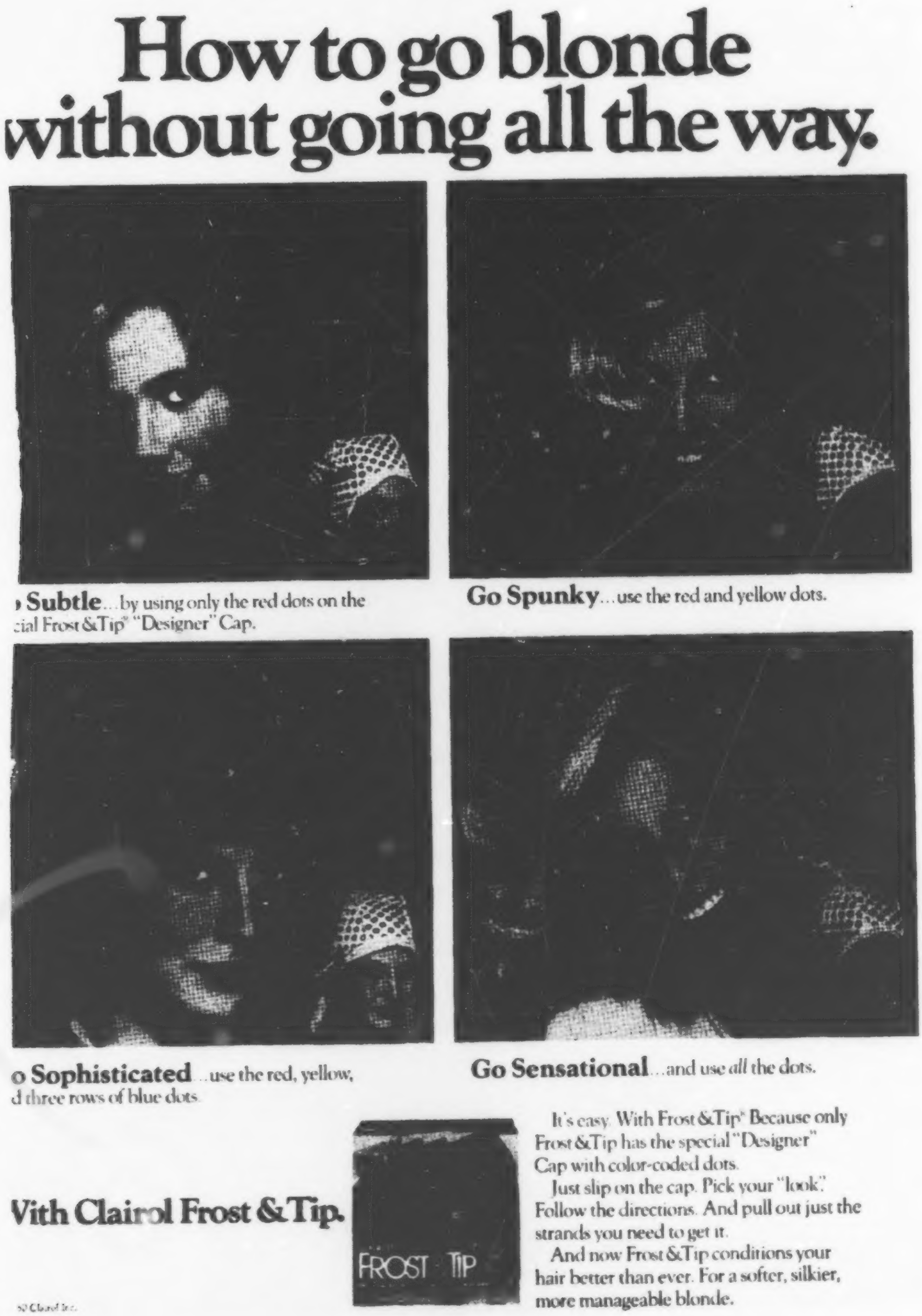
You're too young
to look old.™

*TM® 1978 CLAIROL CANADA, DIV. OF BRISTOL-MYERS CANADA LIMITED, AUTH. USER KNOWLTON, BROME LAKE, QUE. J0E 1V0

Advertisers often stress the myth that women don't want to admit their age.

NATALIE WOOD
RainTree keeps your age your secret.

In fact, they encourage the myth by telling women it is not okay for them to age, they must stay young.



# How to go blonde without going all the way.

**Subtle**…by using only the red dots on the
cial Frost & Tip® "Designer" Cap.

**Go Spunky**…use the red and yellow dots.

**o Sophisticated**…use the red, yellow,
d three rows of blue dots.

**Go Sensational**…and use *all* the dots.

**Vith Clairol Frost & Tip.**

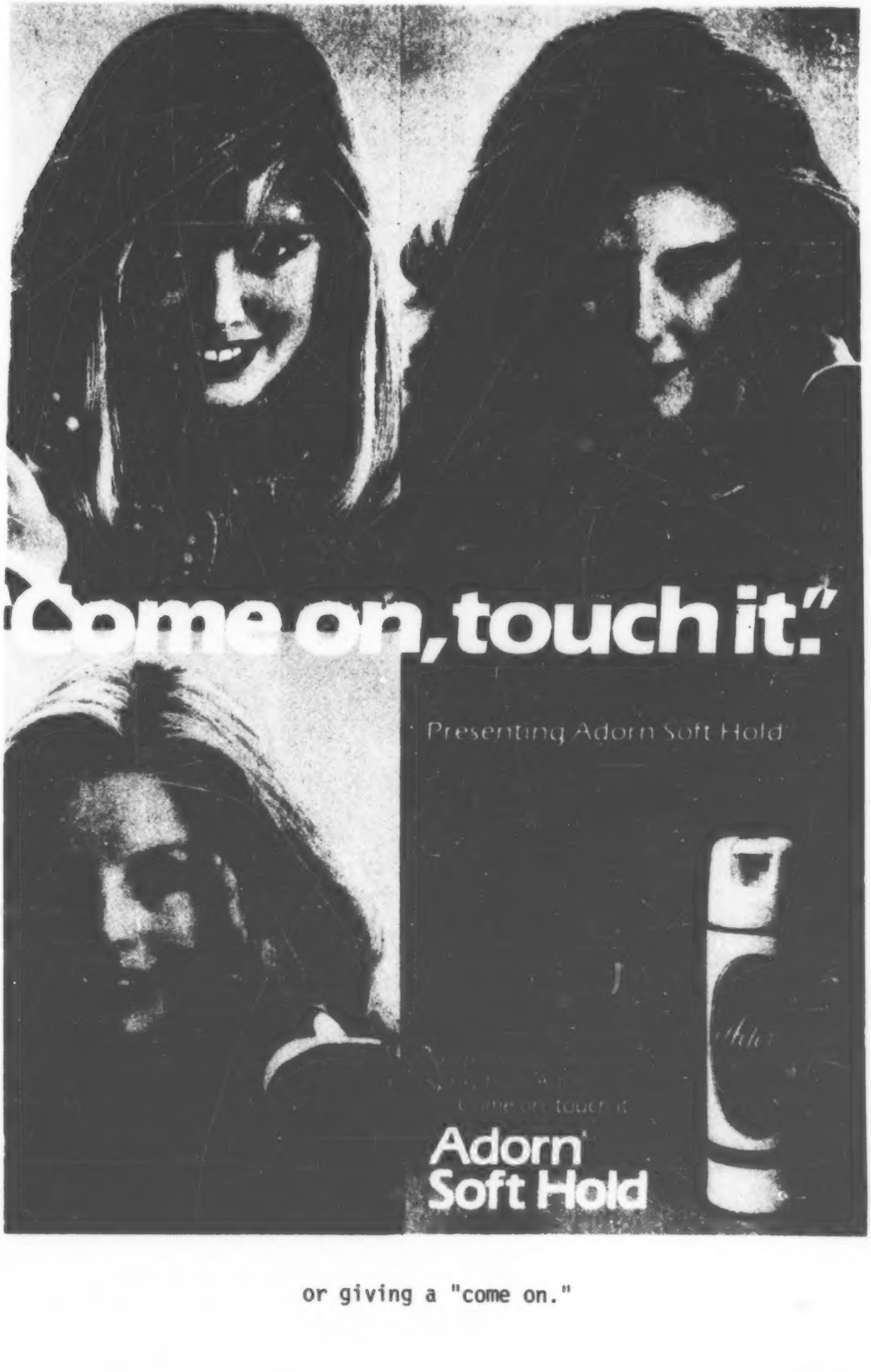
It's easy. With Frost & Tip® Because only Frost & Tip has the special "Designer" Cap with color-coded dots.

Just slip on the cap. Pick your "look." Follow the directions. And pull out just the strands you need to get it.

And now Frost & Tip conditions your hair better than ever. For a softer, silkier, more manageable blonde.

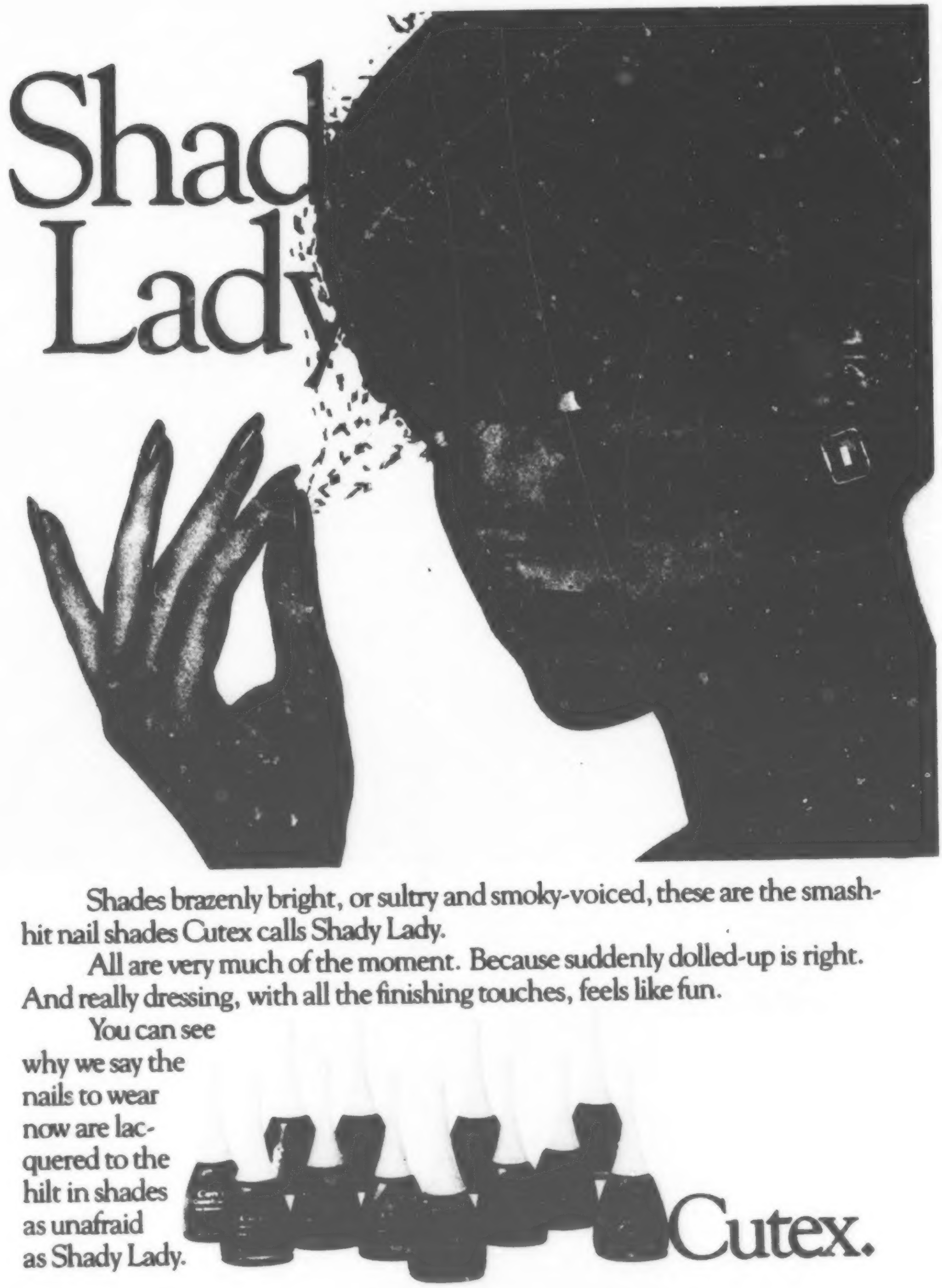
[illegible] Clairol Inc.

Along with these aids to help women be young and beautiful, advertisers subtly talk about other things as in this copy - "going all the way"....



"Come on, touch it."
Presenting Adorn Soft Hold
Come on, touch it
Adorn
Soft Hold

or giving a "come on."



# Shad
# Lady

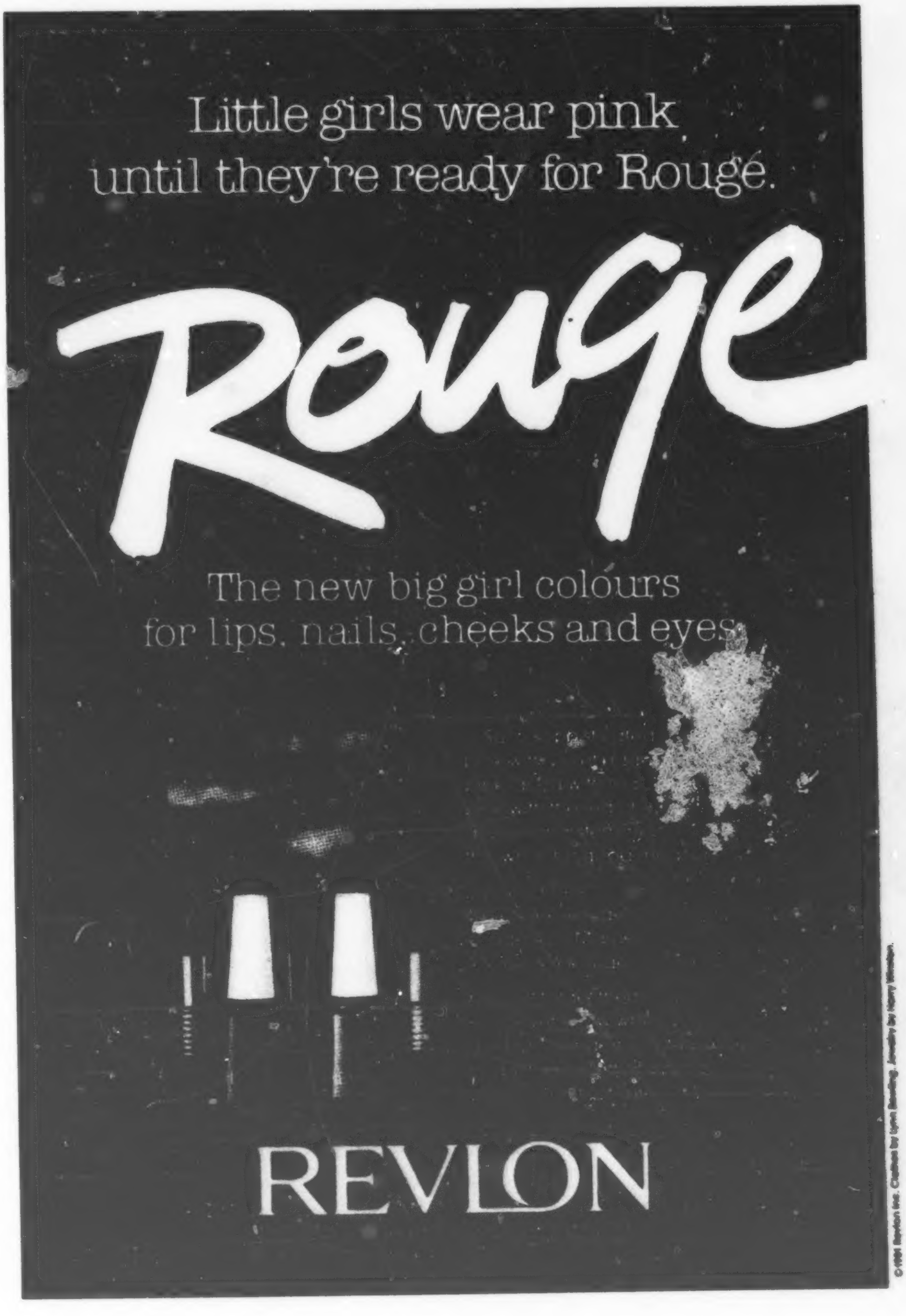
Shades brazenly bright, or sultry and smoky-voiced, these are the smash-hit nail shades Cutex calls Shady Lady.

All are very much of the moment. Because suddenly dolled-up is right. And really dressing, with all the finishing touches, feels like fun.

You can see why we say the nails to wear now are lacquered to the hilt in shades as unafraid as Shady Lady.

Cutex.

Women are encouraged to be "naughty"....



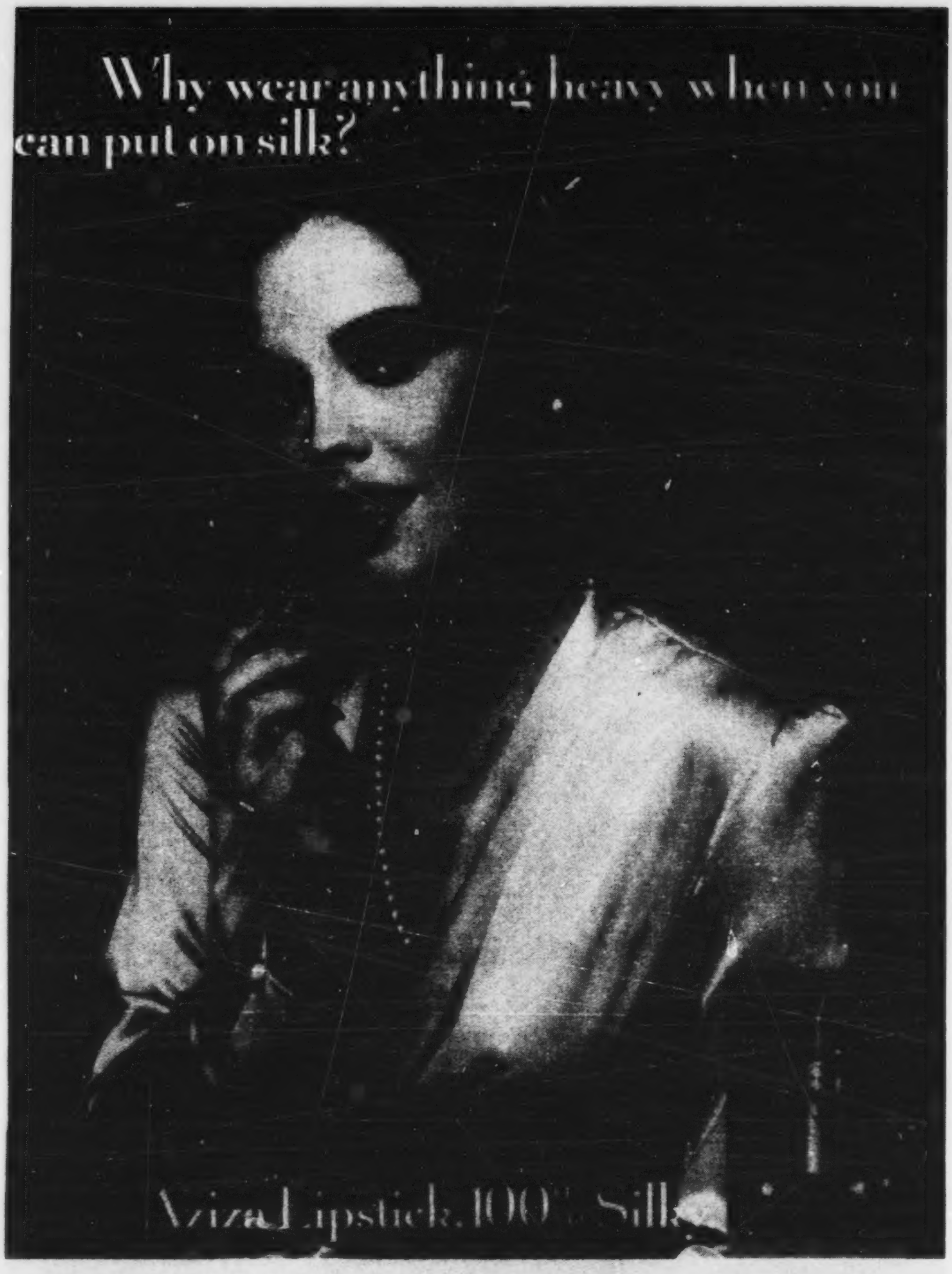
Little girls wear pink until they're ready for Rouge.

Rouge

The new big girl colours for lips, nails, cheeks and eyes.

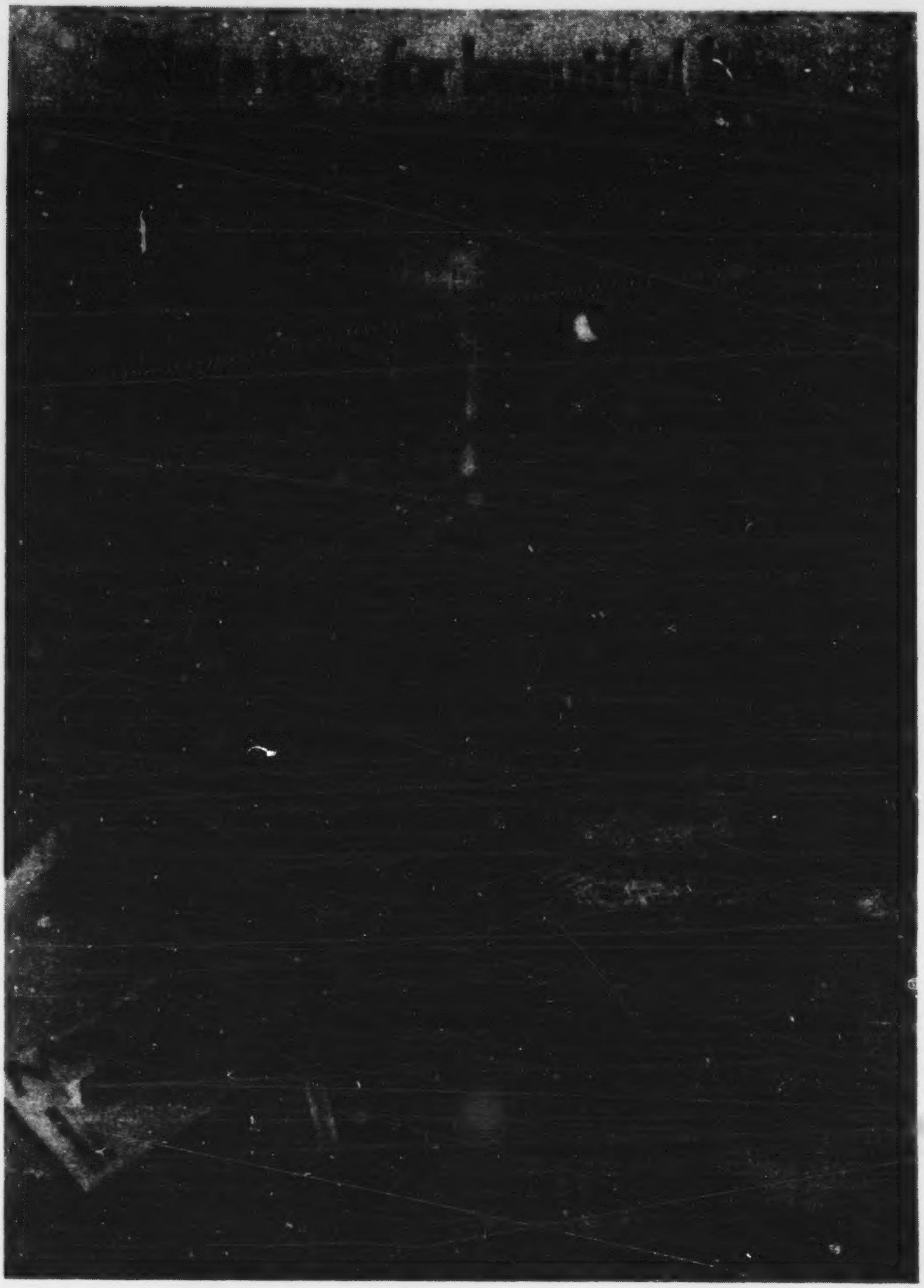
REVLON

and to be seductive.

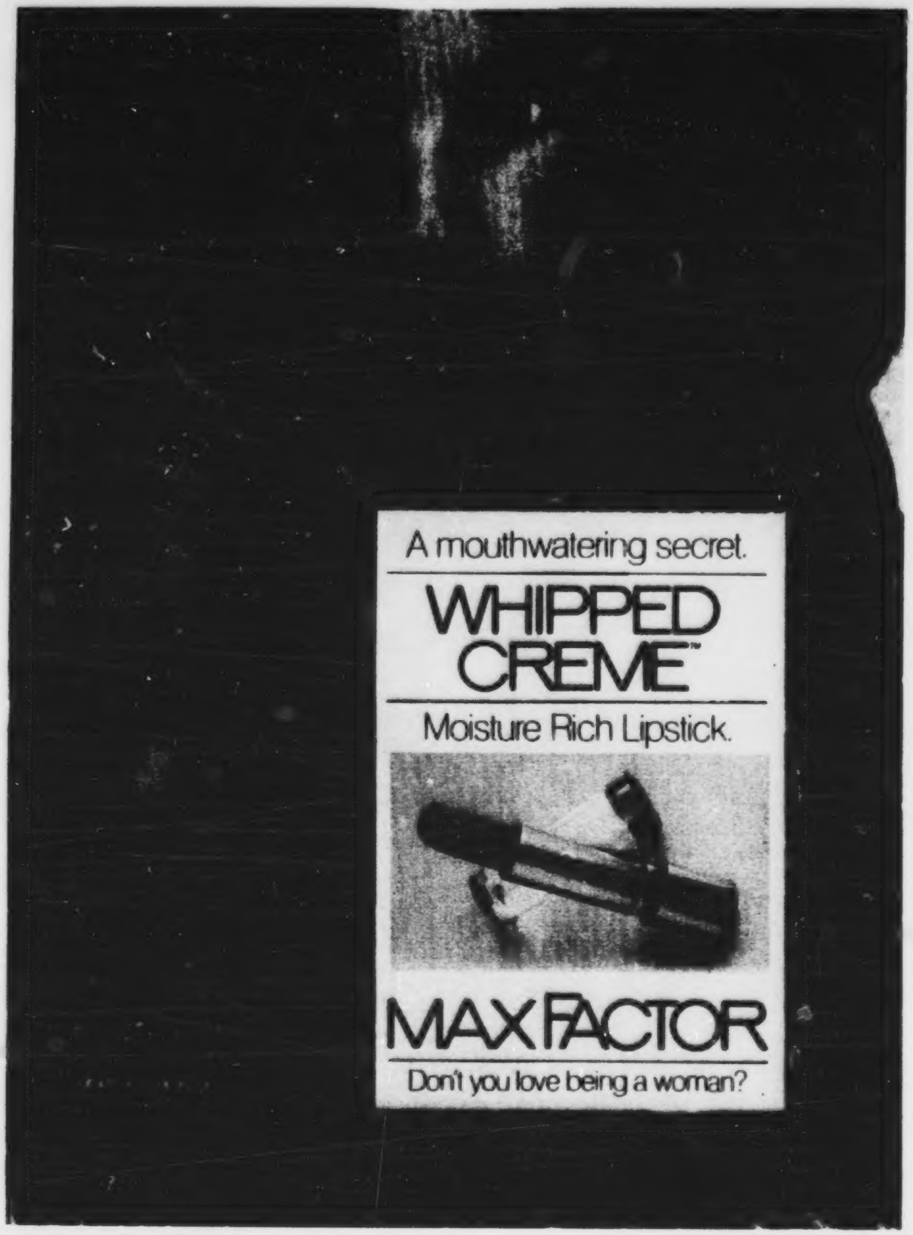

Why wear anything heavy when you can put on silk?
Aziza Lipstick. 100% Silk.

The lipstick with the glide, the lustre, the weightlessness of silk. In twenty-four shades.

There is an underlying message presented
in these images of parted lips....



pursed lips....



A mouthwatering secret.

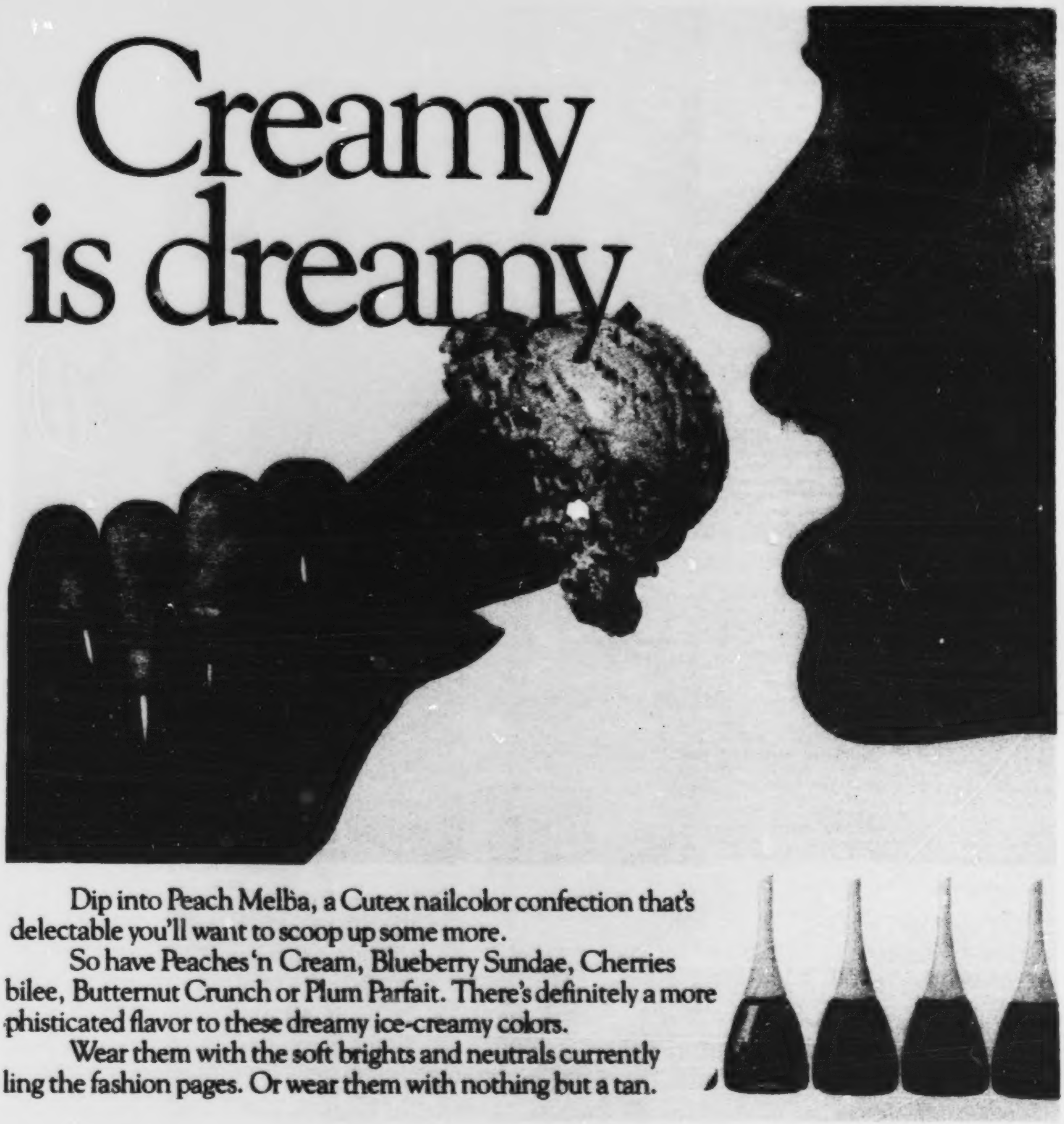
WHIPPED CREME™

Moisture Rich Lipstick.

MAX FACTOR

Don't you love being a woman?

provocative and inviting....



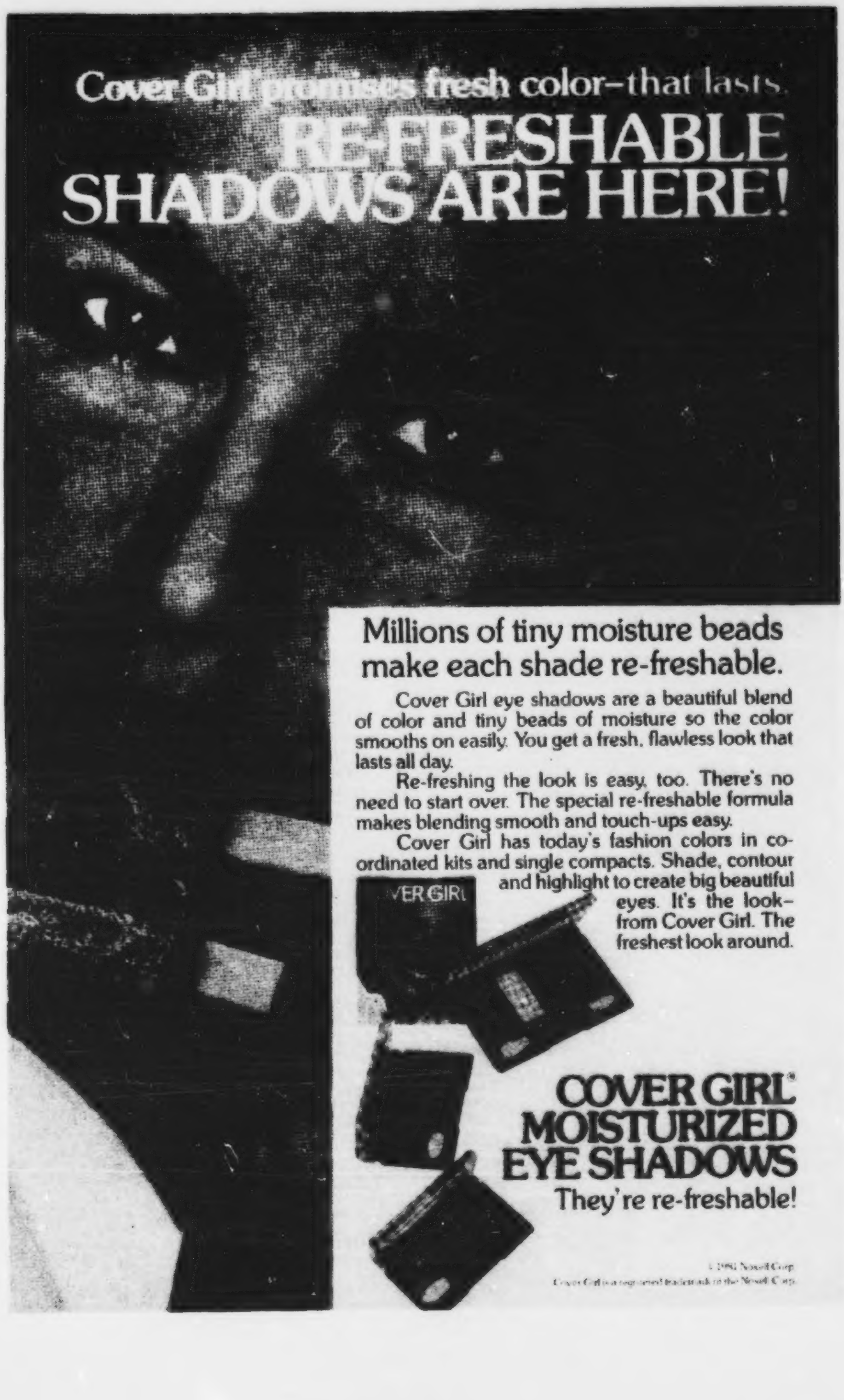
# Creamy is dreamy.

Dip into Peach Melba, a Cutex nailcolor confection that's delectable you'll want to scoop up some more.

So have Peaches 'n Cream, Blueberry Sundae, Cherries bilee, Butternut Crunch or Plum Parfait. There's definitely a more phisticated flavor to these dreamy ice-creamy colors.

Wear them with the soft brights and neutrals currently ling the fashion pages. Or wear them with nothing but a tan.

When you add the words to the images of women putting things into their mouths, the message is of something else....



Cover Girl promises fresh color–that lasts.

# RE-FRESHABLE SHADOWS ARE HERE!

## Millions of tiny moisture beads make each shade re-freshable.

Cover Girl eye shadows are a beautiful blend of color and tiny beads of moisture so the color smooths on easily. You get a fresh, flawless look that lasts all day.

Re-freshing the look is easy, too. There's no need to start over. The special re-freshable formula makes blending smooth and touch-ups easy.

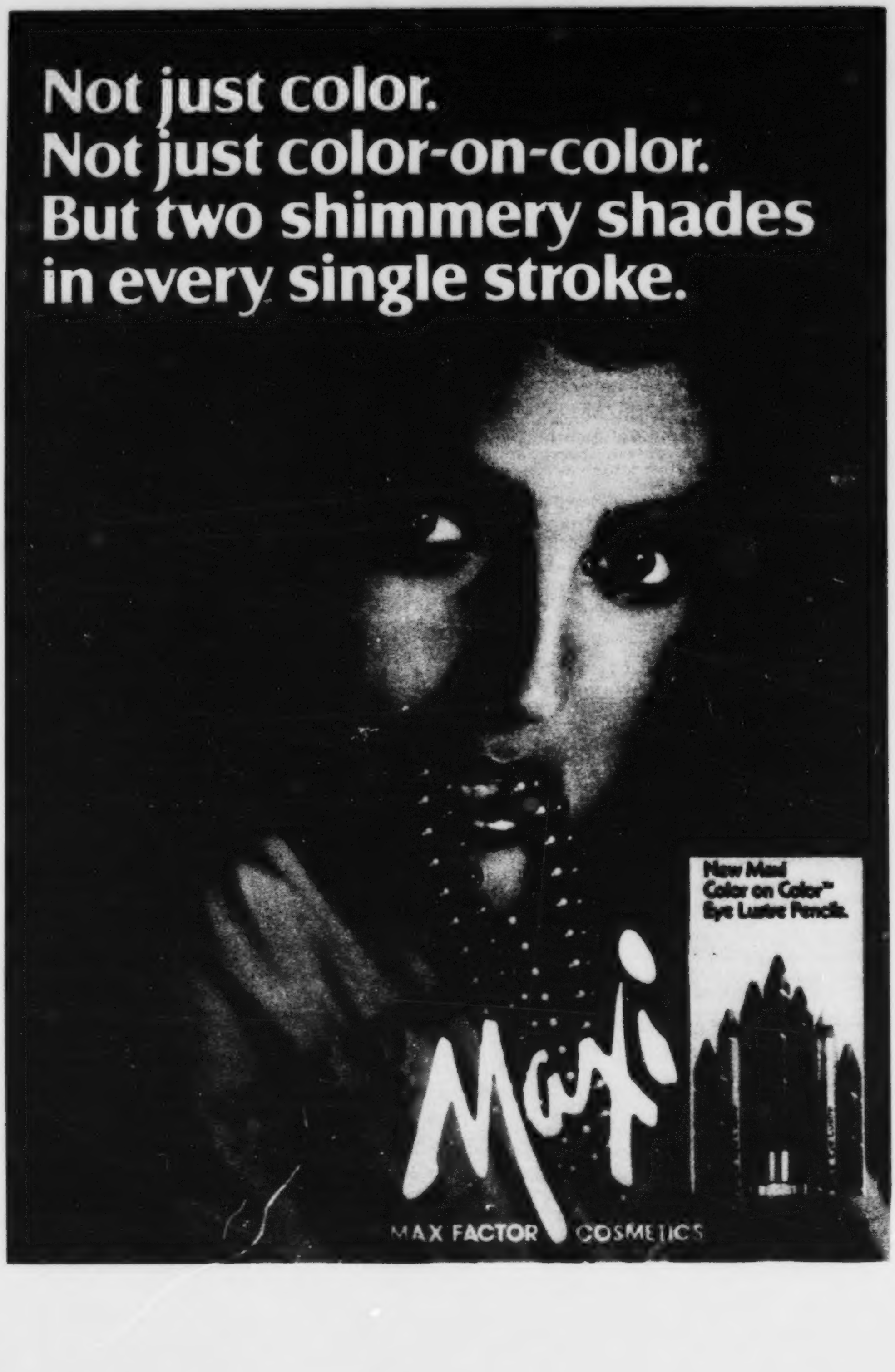
Cover Girl has today's fashion colors in coordinated kits and single compacts. Shade, contour and highlight to create big beautiful eyes. It's the look–from Cover Girl. The freshest look around.

**COVER GIRL® MOISTURIZED EYE SHADOWS**

They're re-freshable!

© 1981 Noxell Corp.
Cover Girl is a registered trademark of the Noxell Corp.

Cutex.
For knock-out nails.

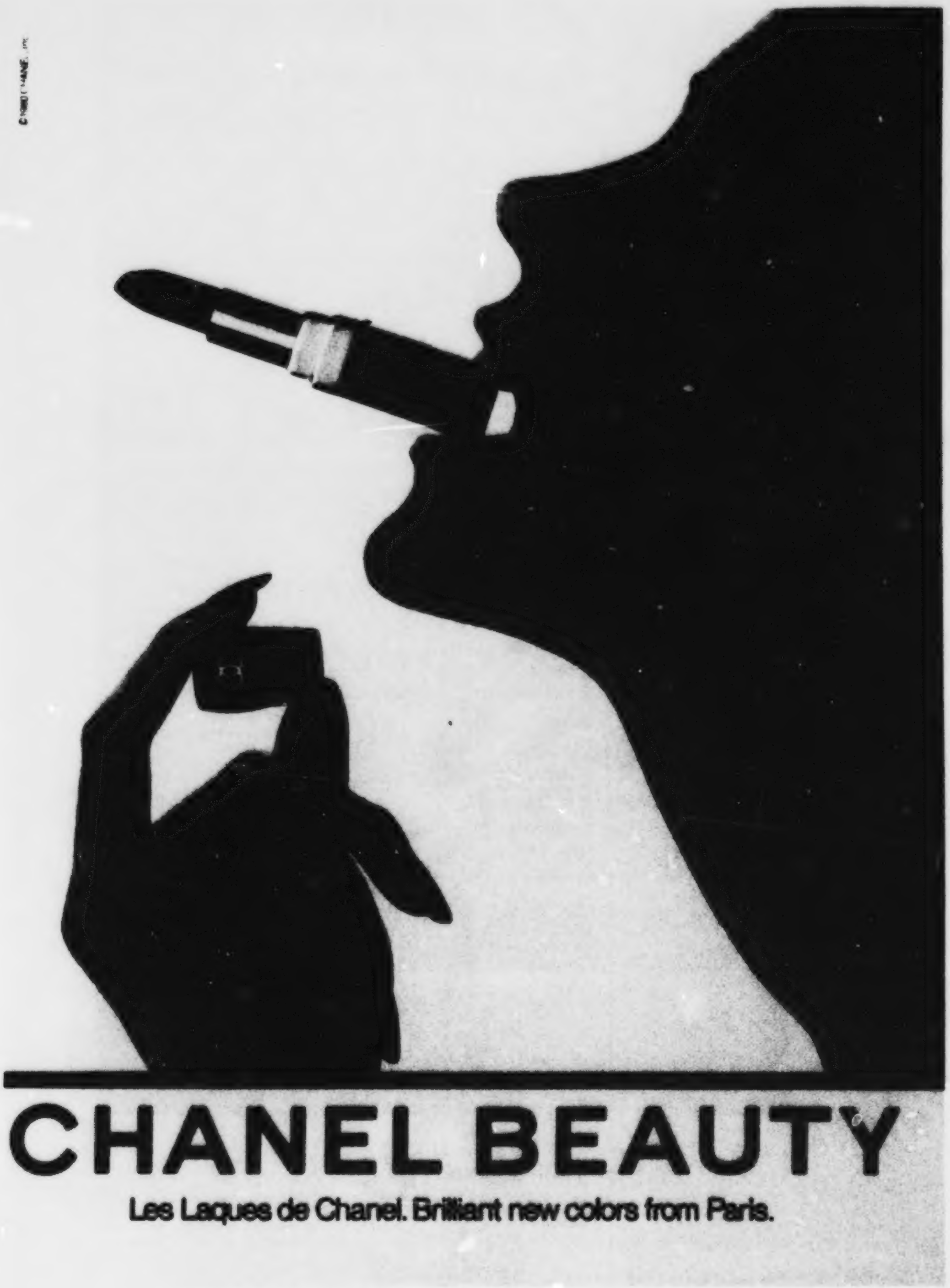


Not just color.
Not just color-on-color.
But two shimmery shades
in every single stroke.

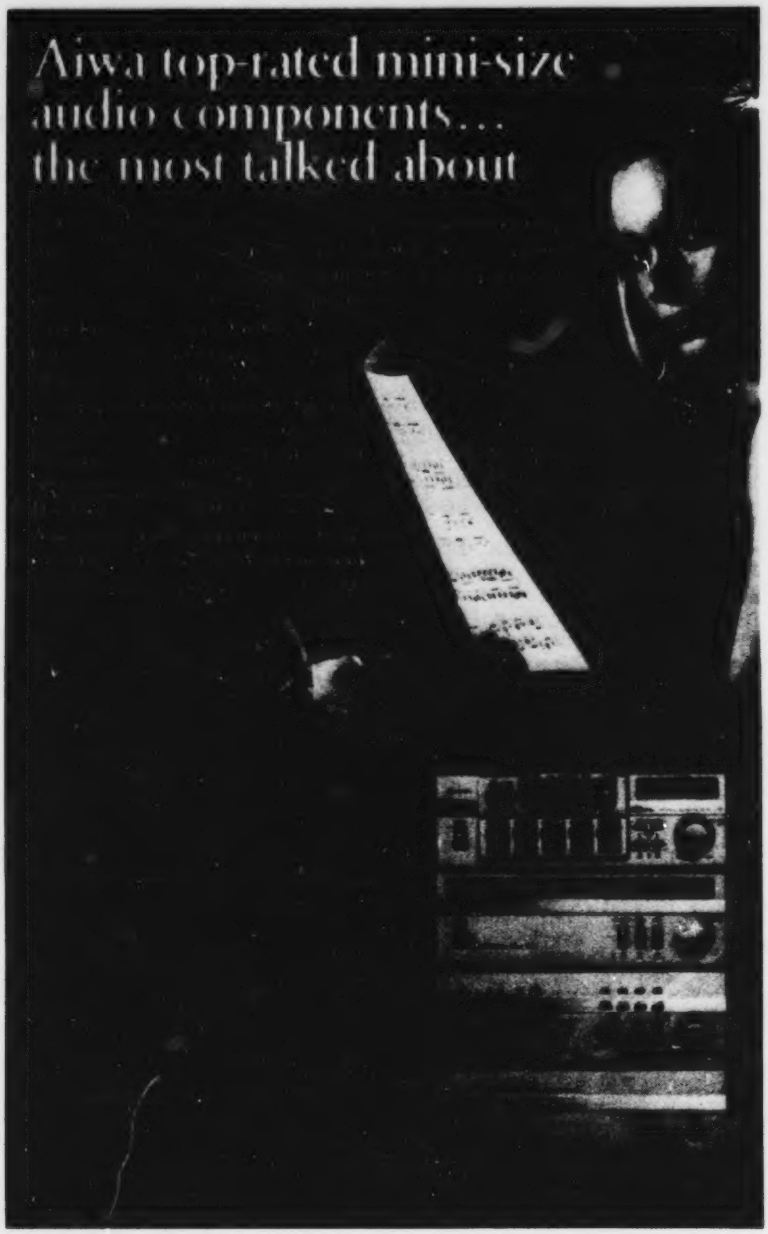
New Maxi
Color on Color™
Eye Lustre Pencils.

Maxi

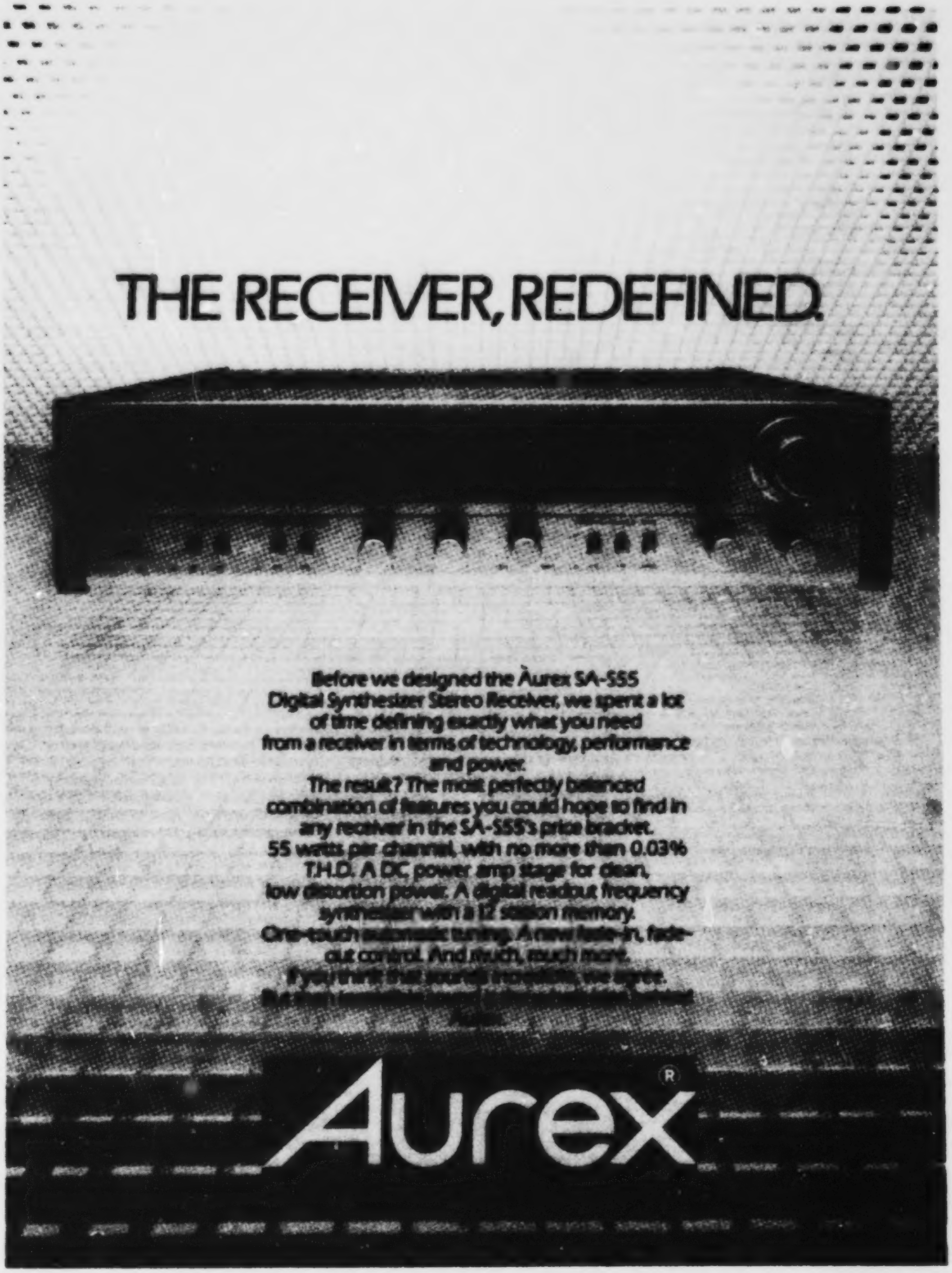
MAX FACTOR COSMETICS


CHANEL BEAUTY
Les Laques de Chanel. Brilliant new colors from Paris.

A very explicit sex-oriented message.


Aiwa top-rated mini-size audio components... the most talked about

Women are used as decorations to sell anything. Compare this ad to....



THE RECEIVER, REDEFINED.

Before we designed the Aurex SA-555 Digital Synthesizer Stereo Receiver, we spent a lot of time defining exactly what you need from a receiver in terms of technology, performance and power.

The result? The most perfectly balanced combination of features you could hope to find in any receiver in the SA-555's price bracket.

55 watts per channel, with no more than 0.03% T.H.D. A DC power amp stage for clean, low distortion power. A digital readout frequency synthesizer with a 12 station memory. One-touch automatic tuning. A new fade-in, fade-out control. And much, much more.

If you think that sounds incredible, we agree.

But then [illegible]

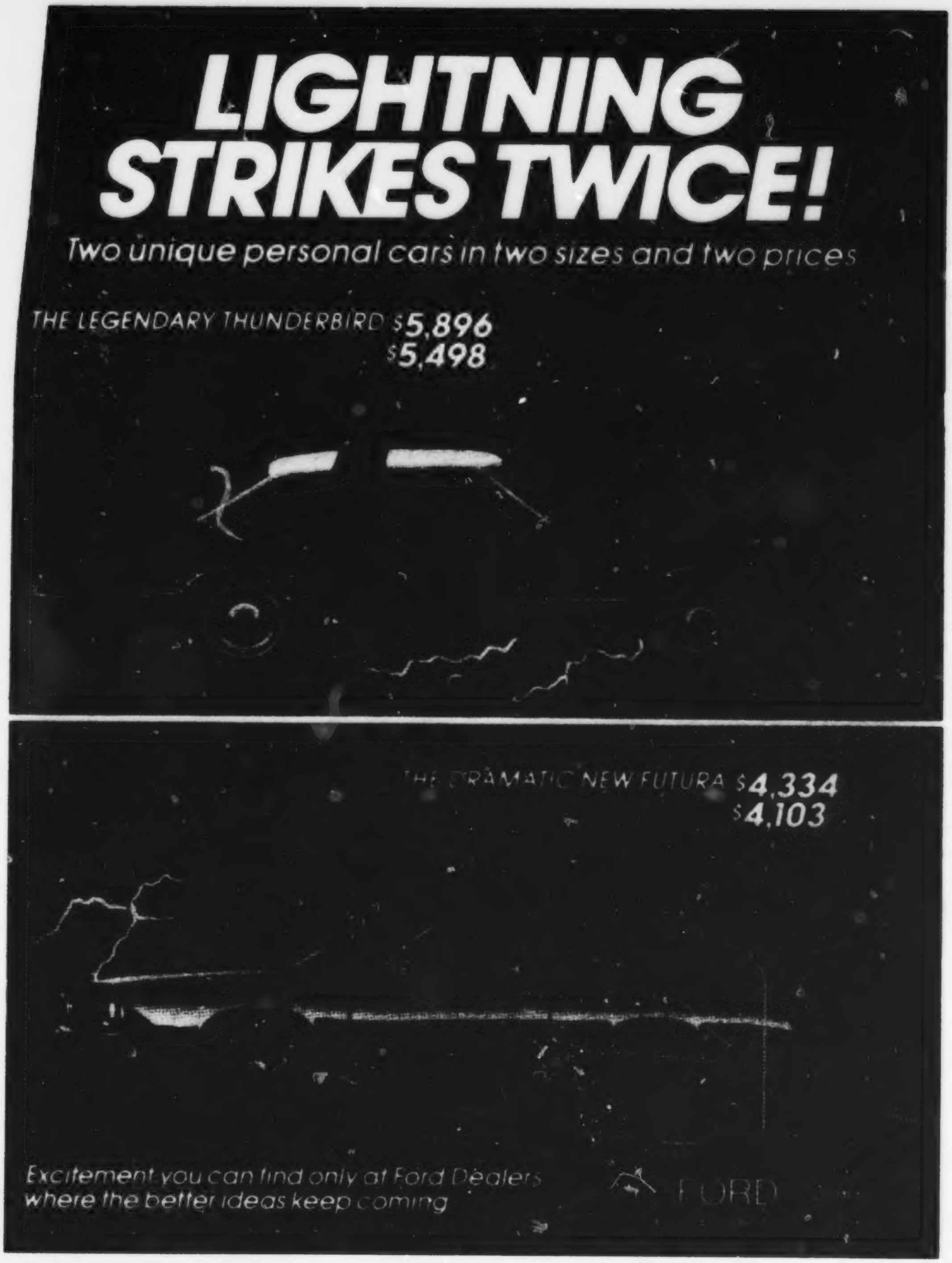
Aurex®

this ad and the question is "What is
for sale?"

Feel the Velvet
Premium. Imported

There is an implied promise or suggestion in these ads. The pose is suggestive...

As is the sex symbol in the picture. The message is, if you buy this product, you'll get the girl, too.



LIGHTNING STRIKES TWICE!

Two unique personal cars in two sizes and two prices

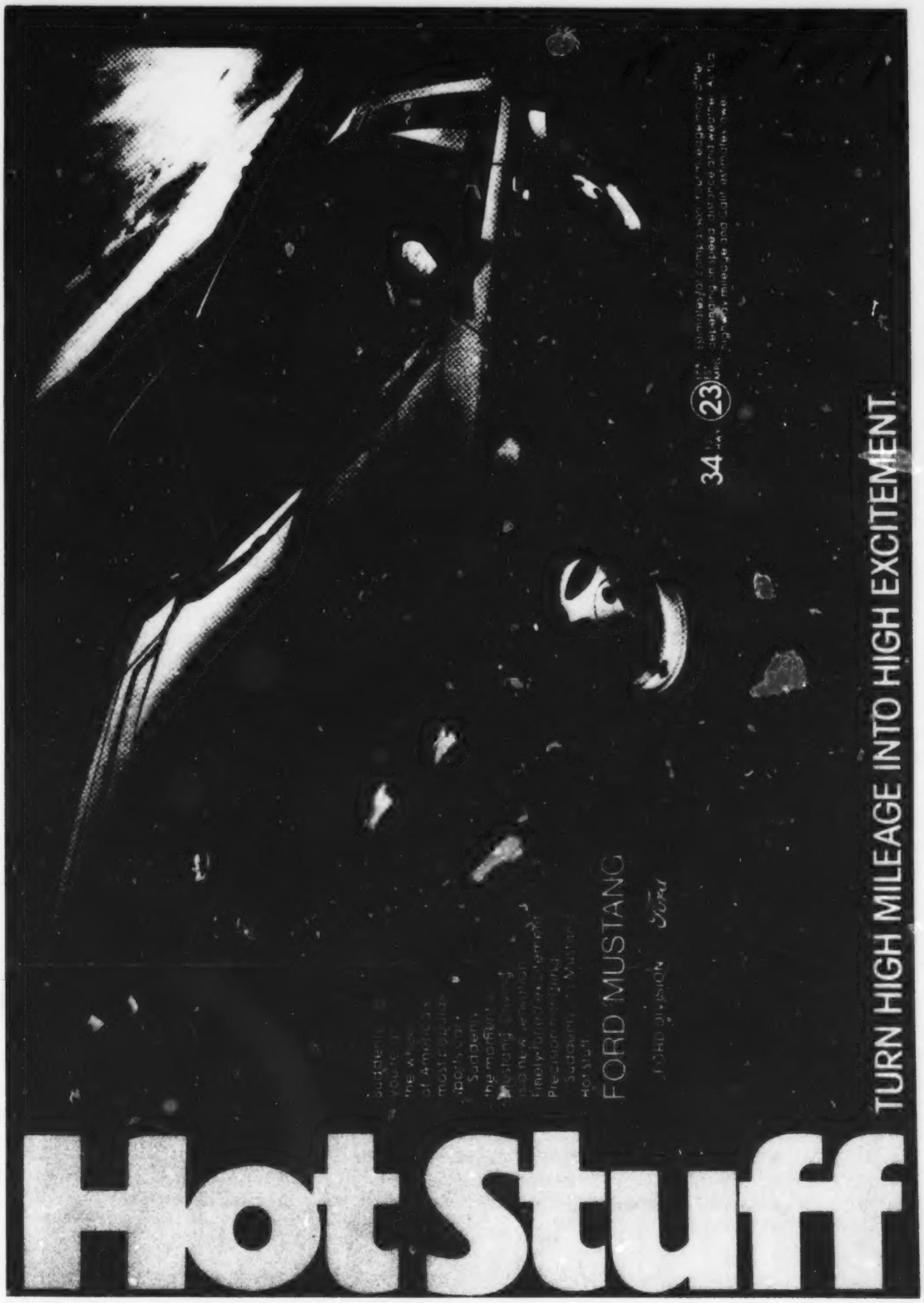
THE LEGENDARY THUNDERBIRD $5,896
$5,498

THE DRAMATIC NEW FUTURA $4,334
$4,103

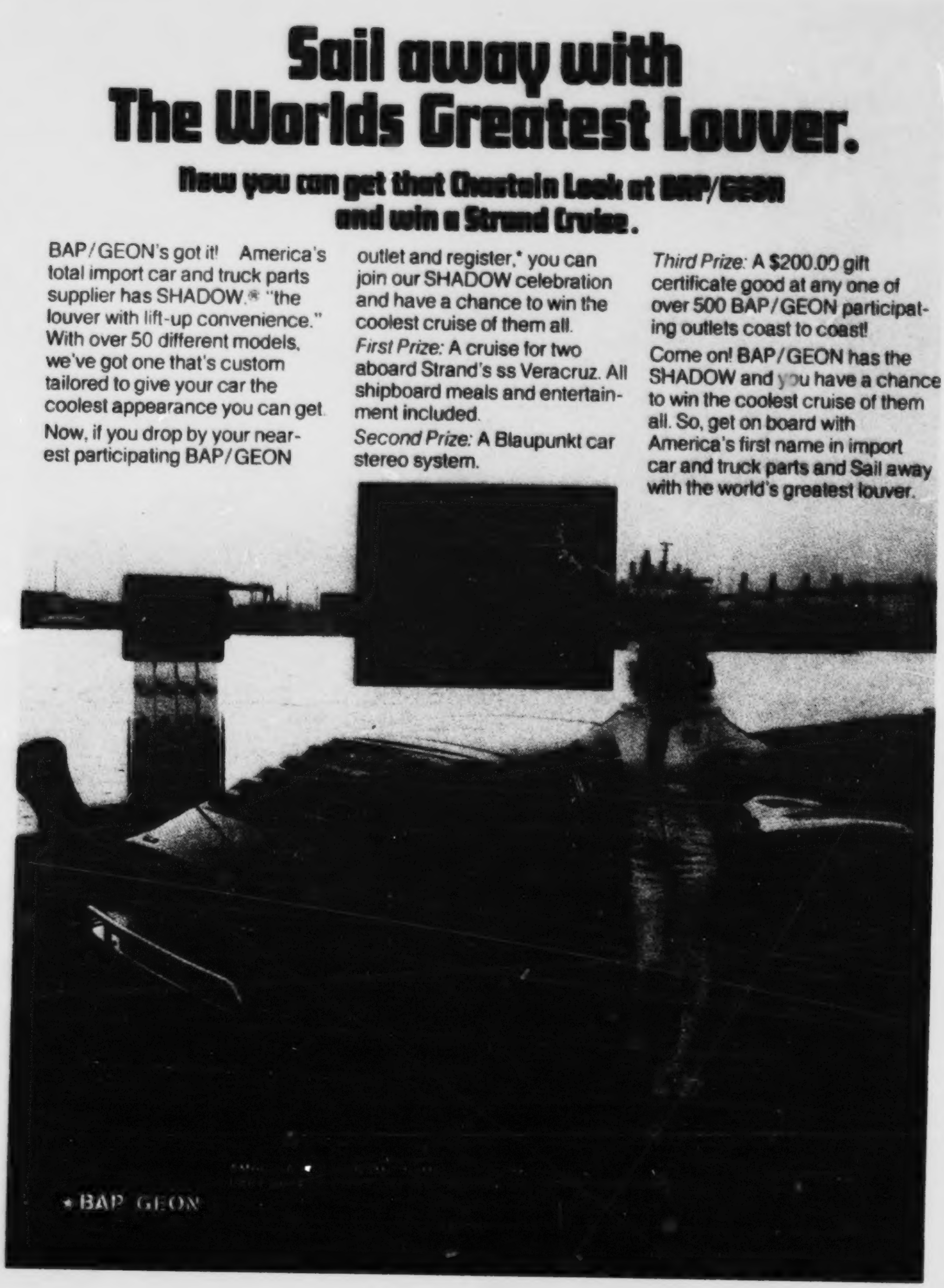
Excitement you can find only at Ford Dealers
where the better ideas keep coming

FORD

The images of women used by the auto industry are very interesting. In most auto ads, women are shown in the passenger seat and men in the driver's seat....


Hot Stuff
TURN HIGH MILEAGE INTO HIGH EXCITEMENT.
34
23
FORD MUSTANG
FORD DIVISION
Ford

except when certain language is used....



# Sail away with The Worlds Greatest Louver.

## Now you can get that Chastain Look at BAP/GEON and win a Strand Cruise.

BAP/GEON's got it! America's total import car and truck parts supplier has SHADOW.® "the louver with lift-up convenience." With over 50 different models, we've got one that's custom tailored to give your car the coolest appearance you can get.

Now, if you drop by your nearest participating BAP/GEON outlet and register,* you can join our SHADOW celebration and have a chance to win the coolest cruise of them all.

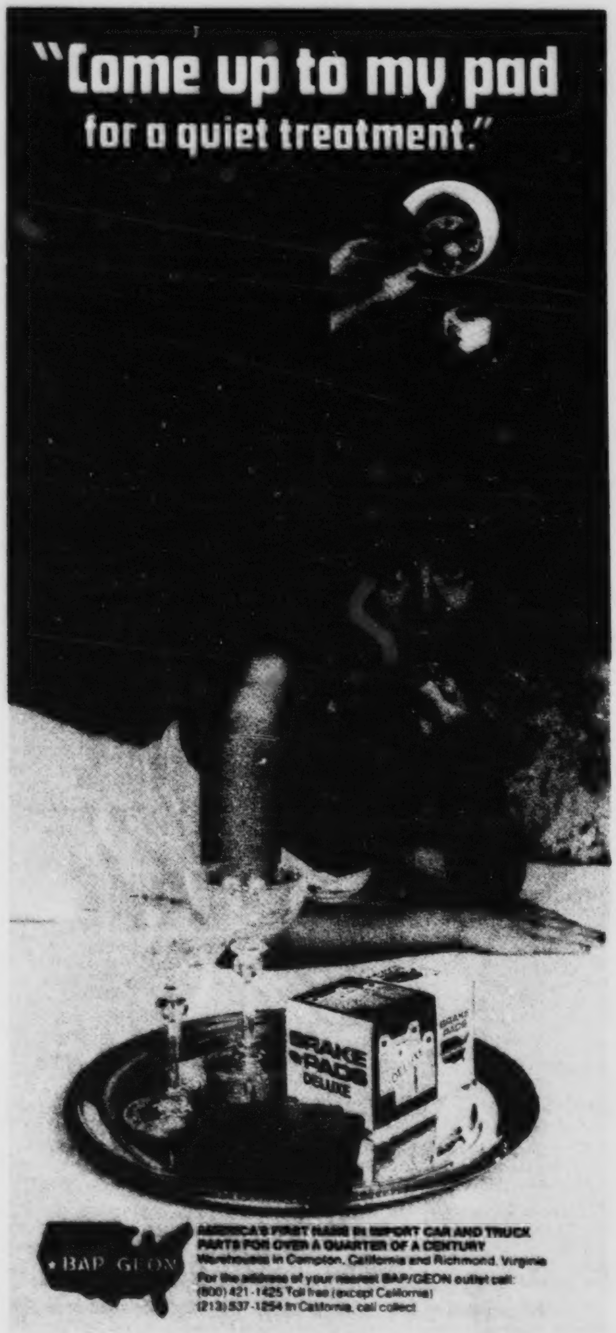
*First Prize:* A cruise for two aboard Strand's ss Veracruz. All shipboard meals and entertainment included.

*Second Prize:* A Blaupunkt car stereo system.

*Third Prize:* A $200.00 gift certificate good at any one of over 500 BAP/GEON participating outlets coast to coast!

Come on! BAP/GEON has the SHADOW and you have a chance to win the coolest cruise of them all. So, get on board with America's first name in import car and truck parts and Sail away with the world's greatest louver.

or when certain images are presented.
(did you see "louver" or "lover" when
you read the copy?)

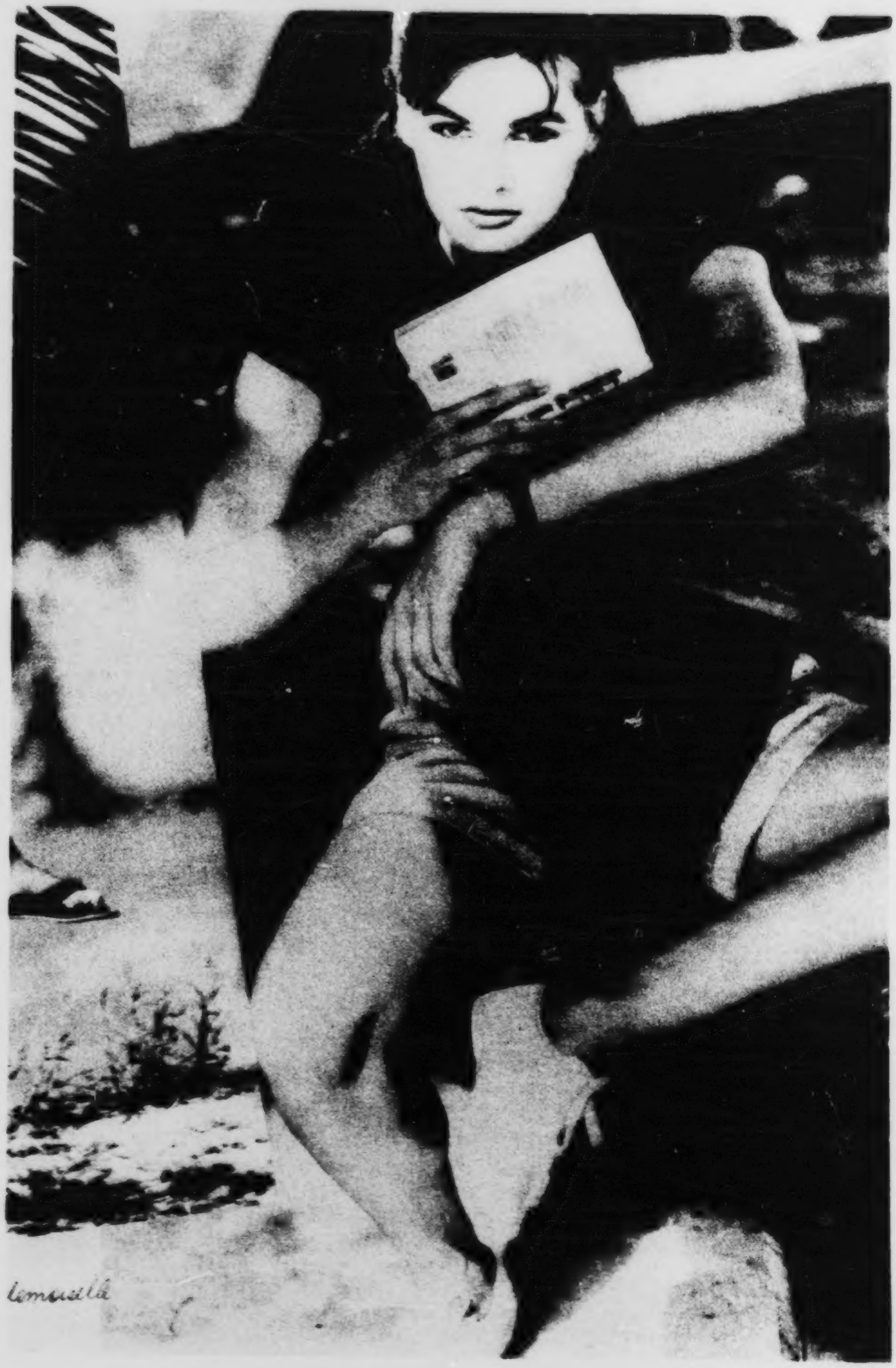

"Come up to my pad
for a quiet treatment."
BRAKE PADS DELUXE
BAP GEON

AMERICA'S FIRST NAME IN IMPORT CAR AND TRUCK PARTS FOR OVER A QUARTER OF A CENTURY
Warehouses in Compton, California and Richmond, Virginia
For the address of your nearest BAP/GEON outlet call:
(800) 421-1425 Toll free (except California)
(213) 537-1254 In California, call collect

or when certain suggestions are being made.

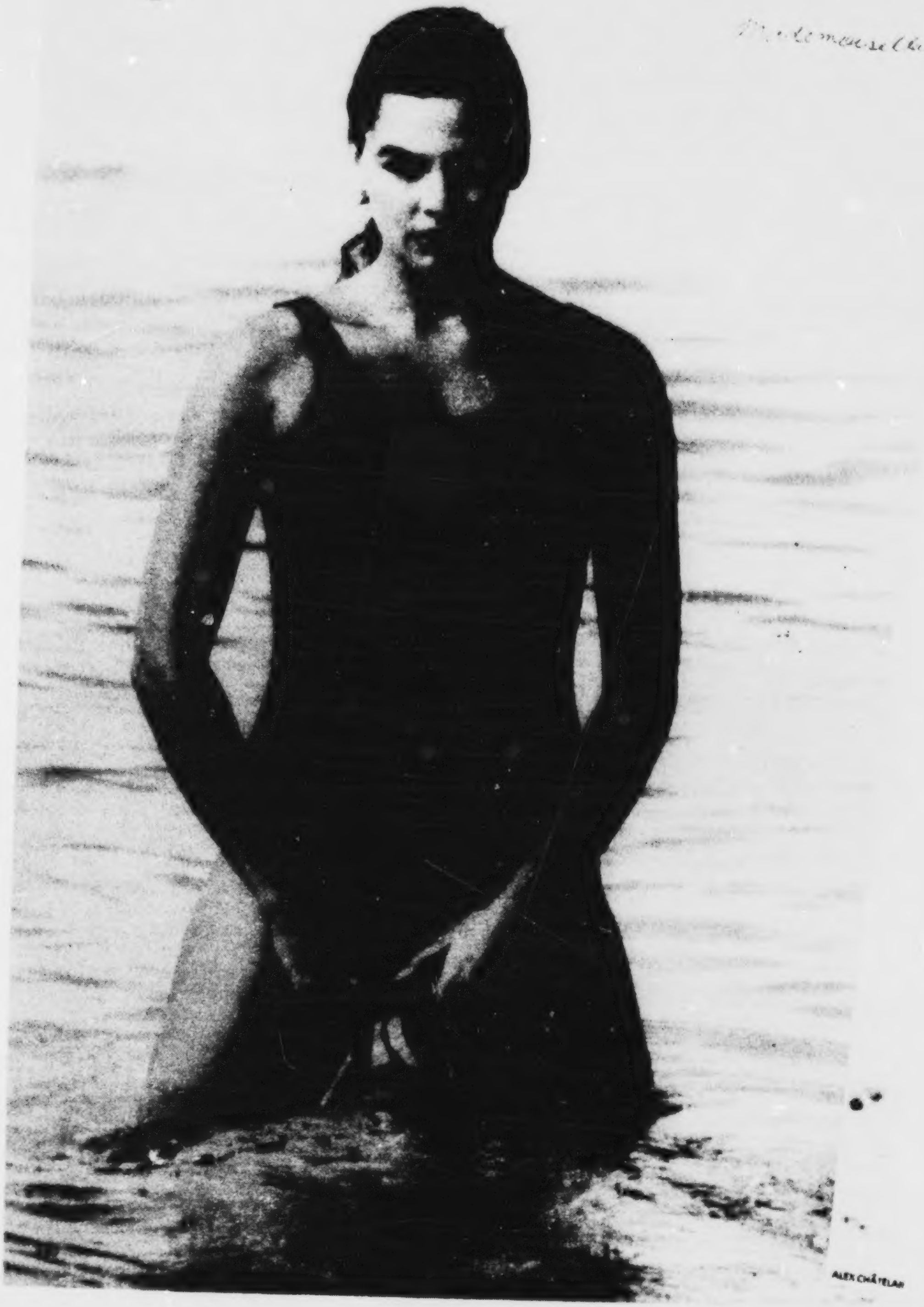
e of summer, inset above: A
ouse—cool, pretty and ver-
one has a drawstring neck,
ruffle for added softness.
shorts by day, dress it up
h a long cotton skirt or
new ankle-tied pants.
cotton poplin, S-L. $
or day—short shorts
have a pleated p
skirt, on
Century Su
$15.5
long sca
Woven
m Tropic's
earrings.
slouchy
thing to
bright,
rd-print
d dress
$68.

The underlying messages and suggestions in the two previous ads were aimed at men. Women's magazines present the same messages to women.



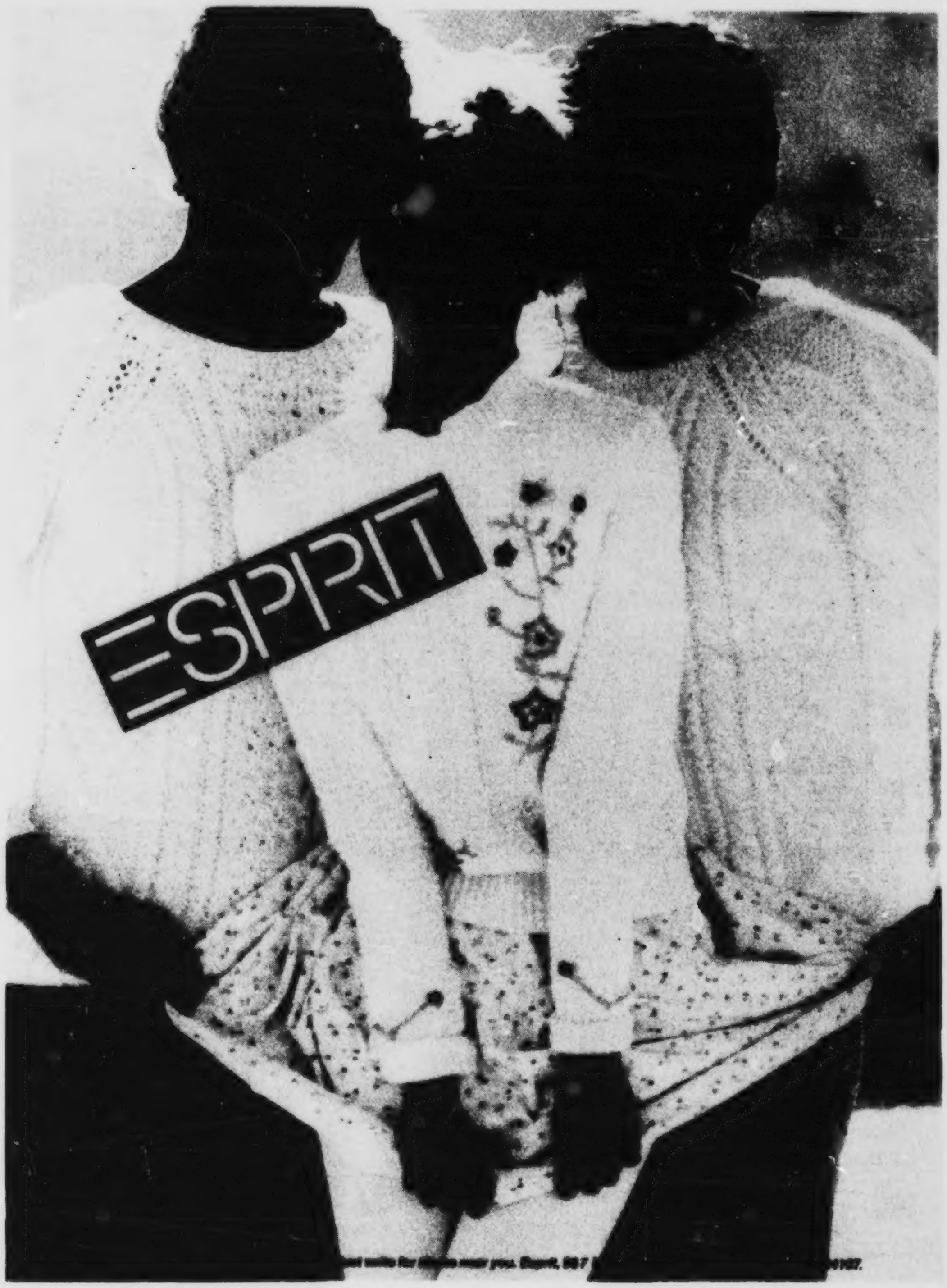
To attract the attention of men, women should present certain images....

Mademoiselle

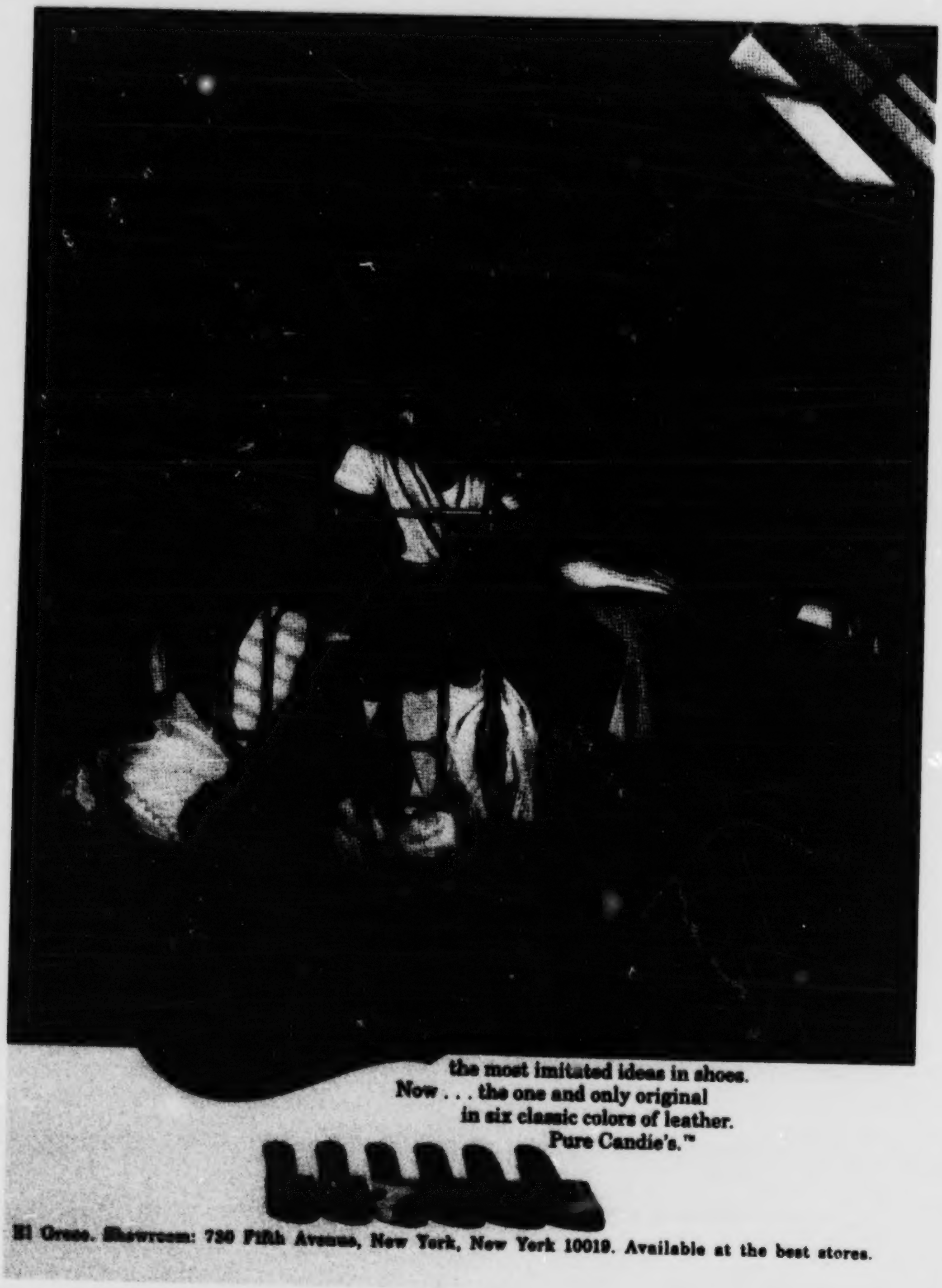


ALEX CHÂTELAIN

or use suggestive poses.



They present messages to young men and
women of what's okay....

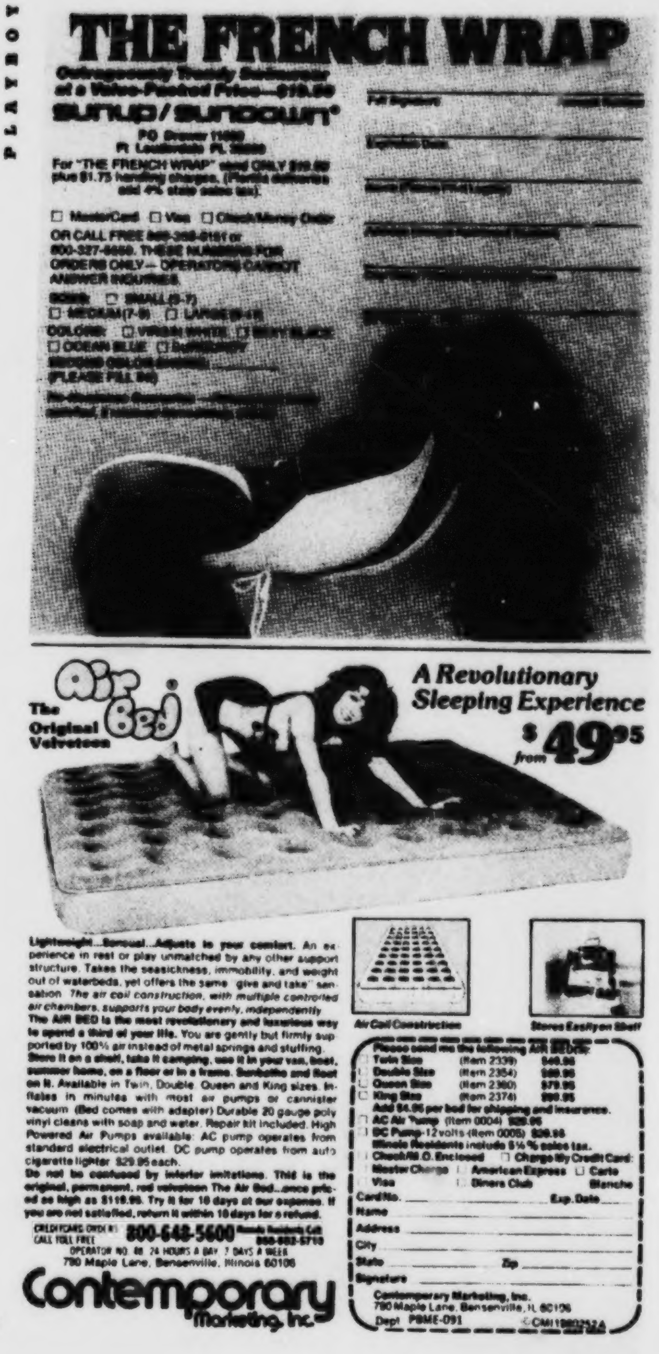


the most imitated ideas in shoes.
Now . . . the one and only original
in six classic colors of leather.
Pure Candie's.™

El Greco. Showroom: 730 Fifth Avenue, New York, New York 10019. Available at the best stores.

and encouraged....

The similiarity between the images found in "women" magazines and "men's" magazines is striking.



PLAYBOY

THE FRENCH WRAP

sunup/sundown®

For "THE FRENCH WRAP" send ONLY [illegible] plus $1.75 handling charges. [illegible]

☐ MasterCard ☐ Visa ☐ Check/Money Order

OR CALL FREE [illegible] or 800-327-6660. THESE NUMBERS FOR ORDERS ONLY — OPERATORS CANNOT ANSWER INQUIRIES.

SIZES: ☐ SMALL [illegible] ☐ MEDIUM (7-9) ☐ LARGE [illegible]

COLORS: ☐ VIRGIN WHITE ☐ [illegible] BLACK ☐ OCEAN BLUE ☐ BURGUNDY

The Original Velveteen Air Bed®

A Revolutionary Sleeping Experience

from $49.95

**Lightweight...Sensual...Adjusts to your comfort.** An experience in rest or play unmatched by any other support structure. Takes the seasickness, immobility, and weight out of waterbeds, yet offers the same "give and take" sensation. *The air coil construction, with multiple controlled air chambers, supports your body evenly, independently.* **The AIR BED is the most revolutionary and luxurious way to spend a third of your life.** You are gently but firmly supported by 100% air instead of metal springs and stuffing. **Store it on a shelf, take it camping, use it in your van, boat, summer home, on a floor or in a frame. Sunbathe and float on it.** Available in Twin, Double, Queen and King sizes. Inflates in minutes with most air pumps or cannister vacuum (Bed comes with adapter). Durable 20 gauge poly vinyl cleans with soap and water. Repair kit included. High Powered Air Pumps available: AC pump operates from standard electrical outlet. DC pump operates from auto cigarette lighter. $29.95 each.

**Do not be confused by inferior imitations. This is the original, permanent, red velveteen The Air Bed...once priced as high as $119.95. Try it for 10 days at our expense. If you are not satisfied, return it within 10 days for a refund.**

CREDIT CARD ORDERS CALL TOLL FREE 800-648-5600 [illegible]

OPERATOR NO. 88 24 HOURS A DAY 7 DAYS A WEEK

790 Maple Lane, Bensenville, Illinois 60106

Contemporary Marketing, Inc.

Air Coil Construction

Stores Easily on Shelf

Please send me the following AIR BEDS:

| | | | |
|---|---|---|---|
| ☐ | Twin Size | (Item 2339) | $49.95 |
| ☐ | Double Size | (Item 2354) | [illegible] |
| ☐ | Queen Size | (Item 2360) | $79.95 |
| ☐ | King Size | (Item 2374) | [illegible] |

Add $4.95 per bed for shipping and insurance.

☐ AC Air Pump (Item 0004) $29.95

☐ DC Pump-12 volts (Item 0005) $29.95

Illinois Residents include 5¼ % sales tax.

☐ Check/M.O. Enclosed ☐ Charge My Credit Card:

☐ Master Charge ☐ American Express ☐ Carte Blanche

☐ Visa ☐ Diners Club

Card No. __________ Exp. Date ______

Name __________

Address __________

City __________

State __________ Zip __________

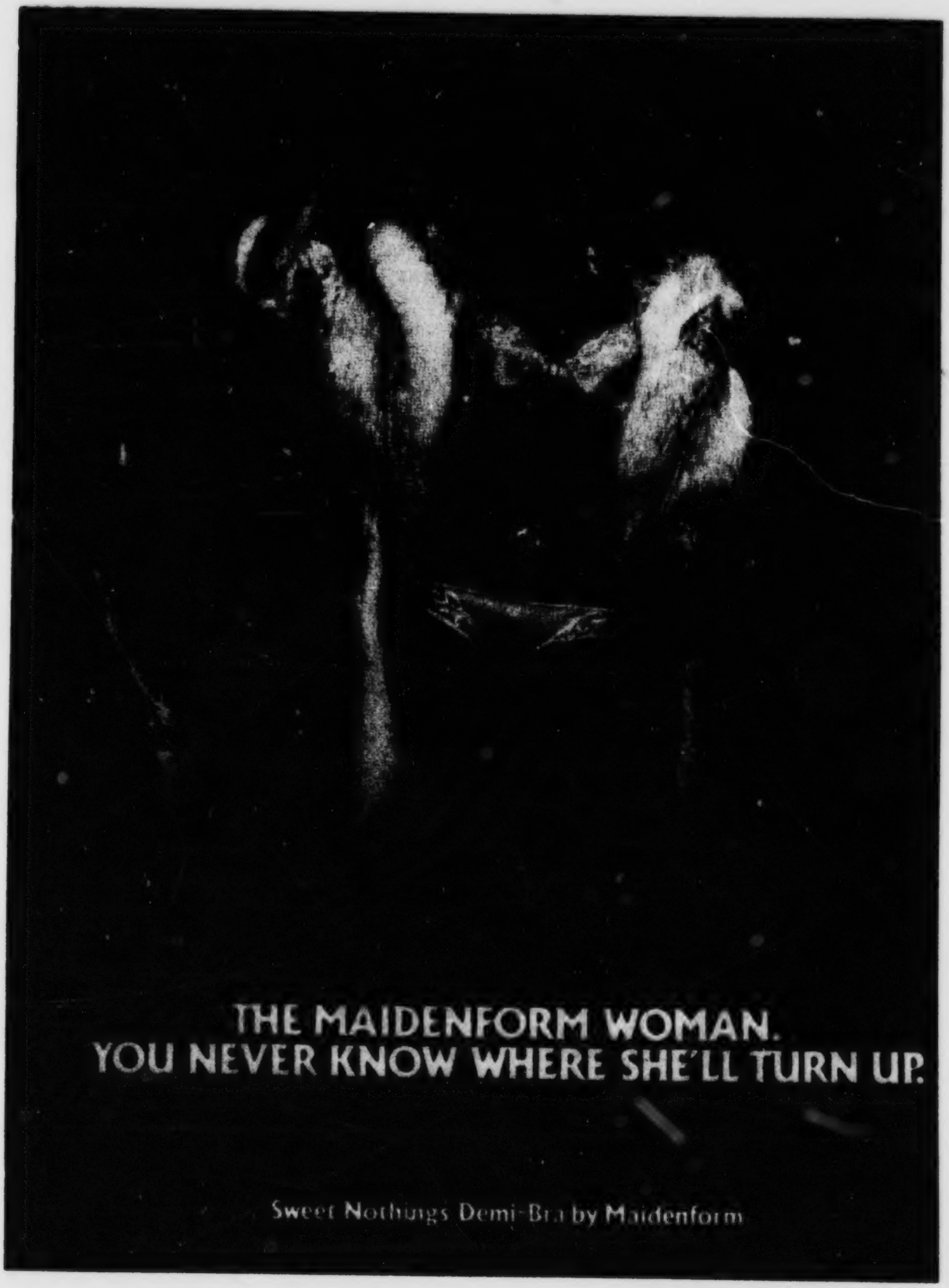
Signature __________

Contemporary Marketing, Inc.
790 Maple Lane, Bensenville, IL 60106
Dept PBME-091

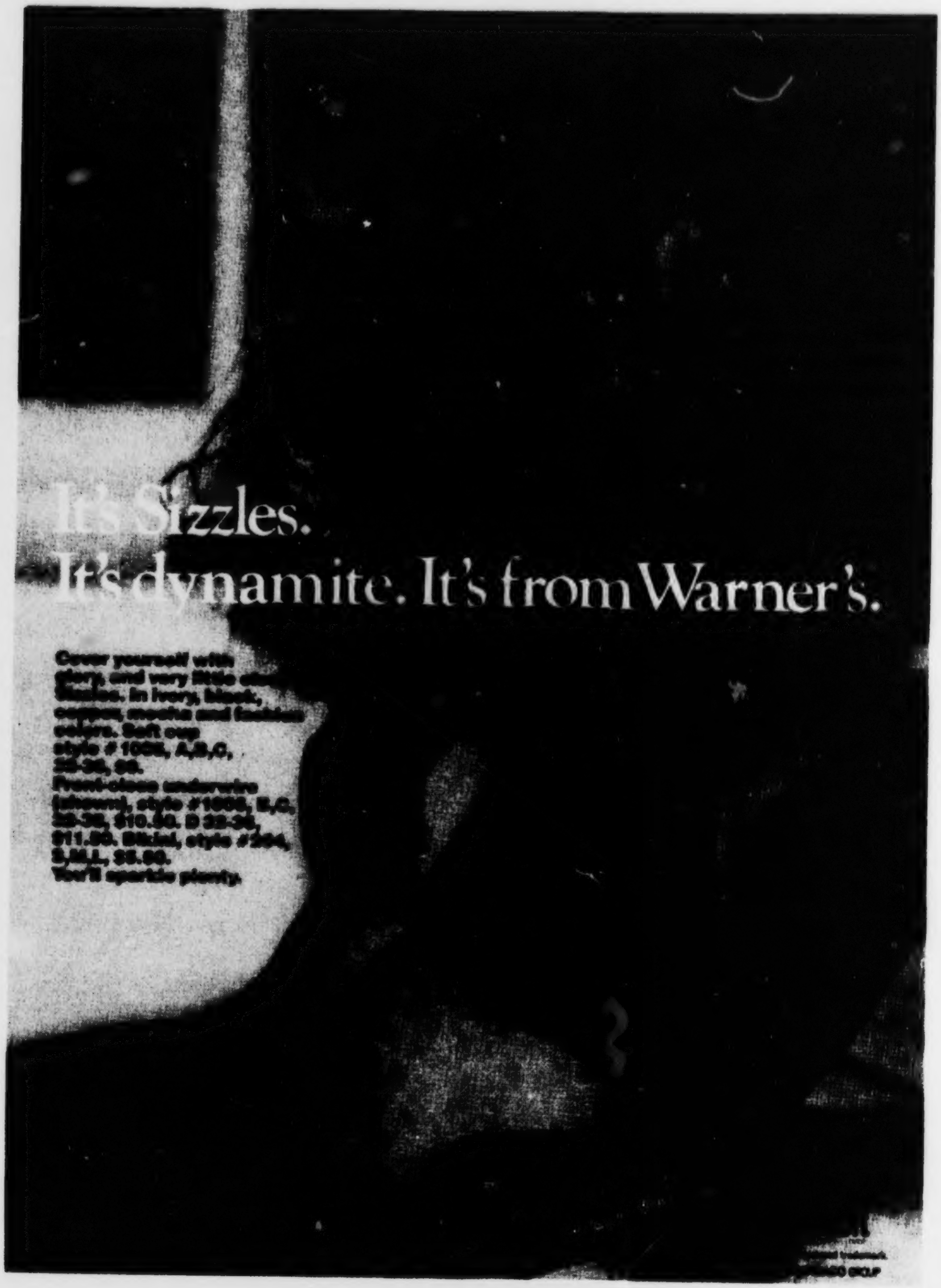
©CMI [illegible]

62

In fact, these two ads appeared in both magazines.

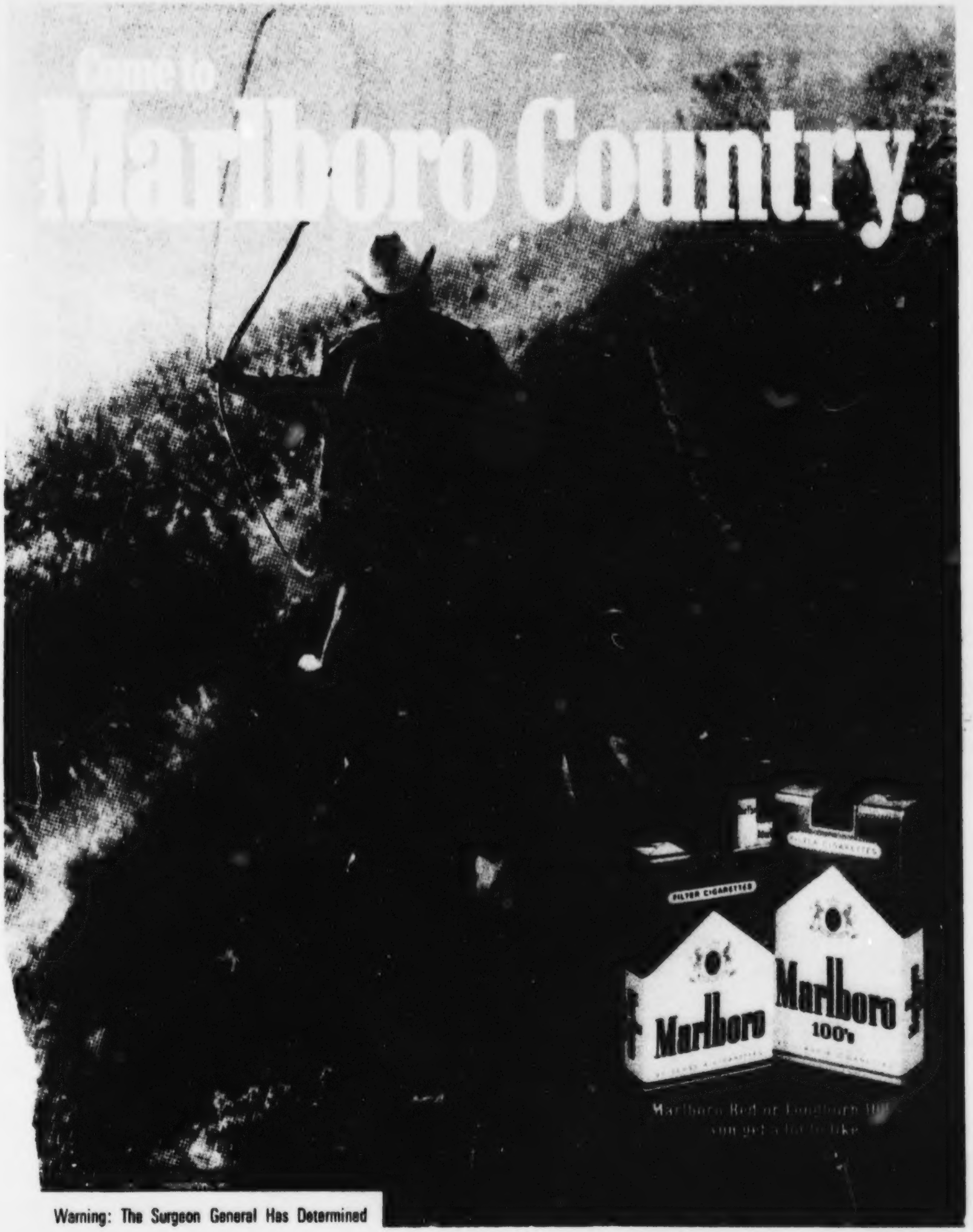

THE MAIDENFORM WOMAN.
YOU NEVER KNOW WHERE SHE'LL TURN UP.
Sweet Nothings Demi-Bra by Maidenform

The language is suggestive as is the pose. The image is clearly that of a "stripper" and the message to women is that this is the way to gain the adoration and attention of men.

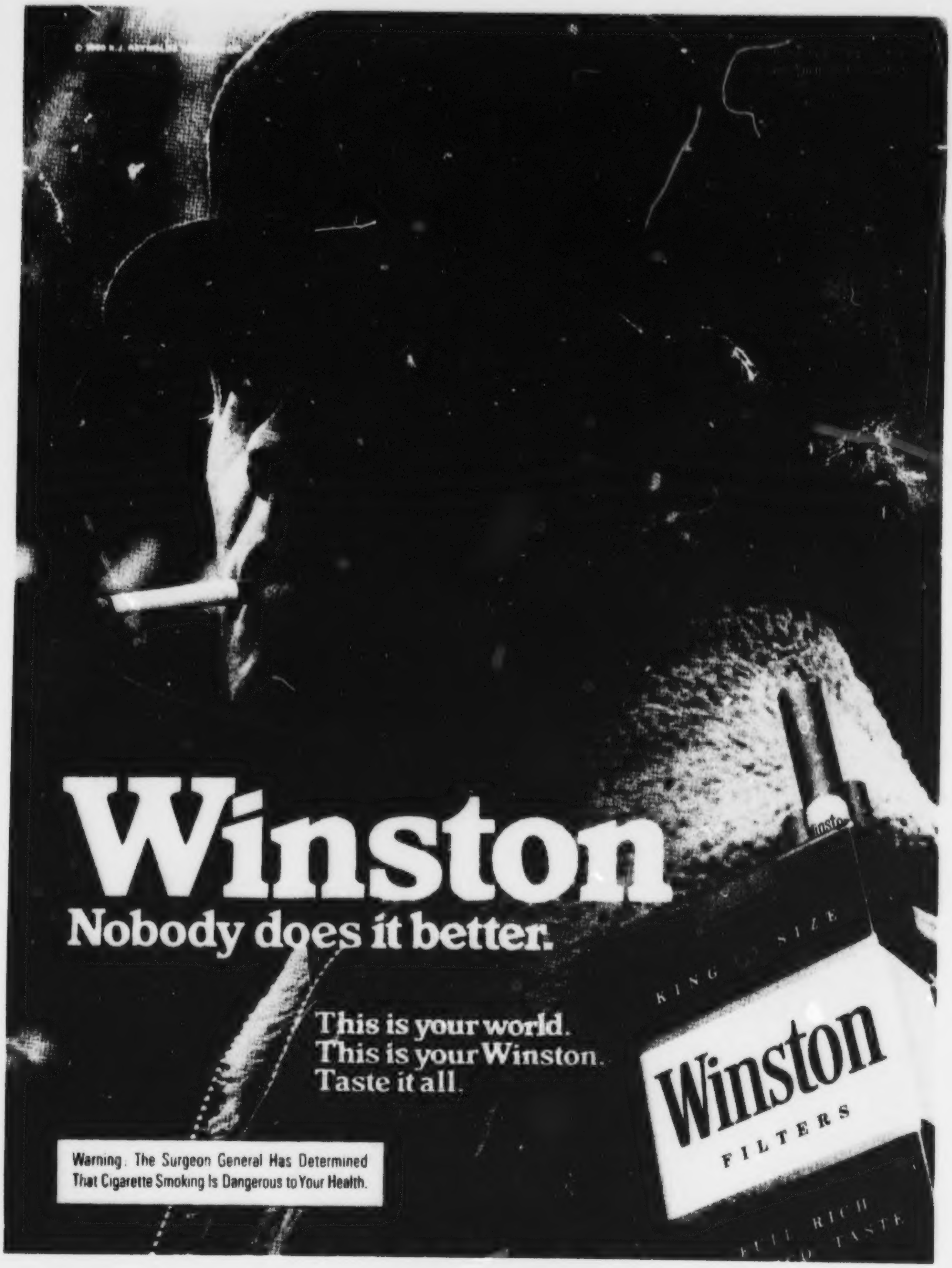

It's Sizzles.
It's dynamite. It's from Warner's.

If women don't look like this or can't create an image to match this, these same magazines carry countless articles on plastic surgery.

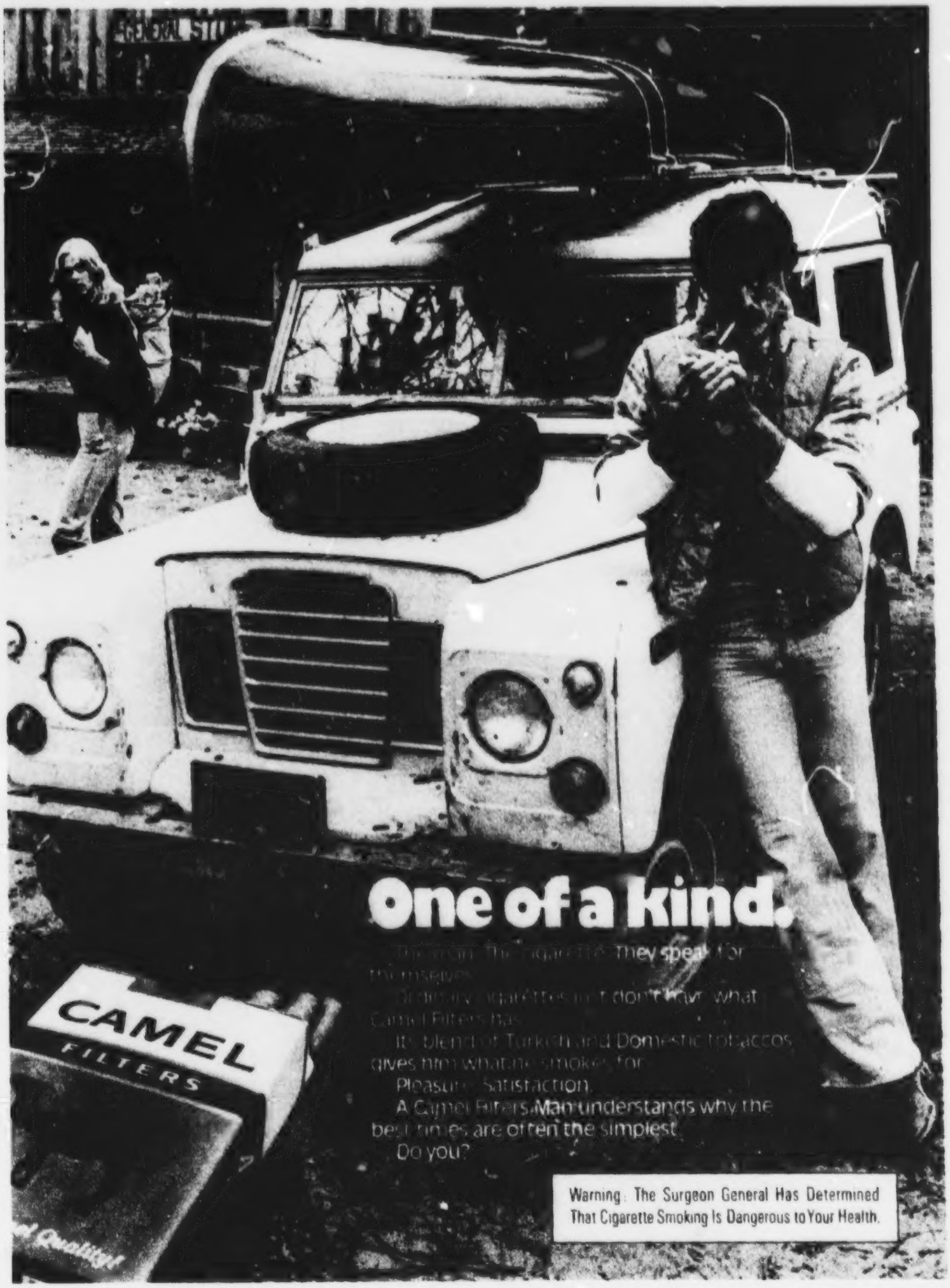
Interestingly, cosmetic surgery has increased 80% in the last 10 years. 90% of the patients are women.


Come to
Marlboro Country.
Filter Cigarettes
Marlboro
Marlboro
100's
Marlboro Red or Longhorn 100's
you get a lot to like.
Warning: The Surgeon General Has Determined

The images of men in ads generally represent
the theme of a "macho" man: the tough guy...


Winston
Nobody does it better.
This is your world.
This is your Winston.
Taste it all.
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.
KING SIZE
Winston
FILTERS
FULL RICH
TASTE

expressionless, emotionless....



One of a kind.

The man. The cigarette. They speak for themselves.

Ordinary cigarettes just don't have what Camel Filters has.

Its blend of Turkish and Domestic tobaccos gives him what he smokes for.

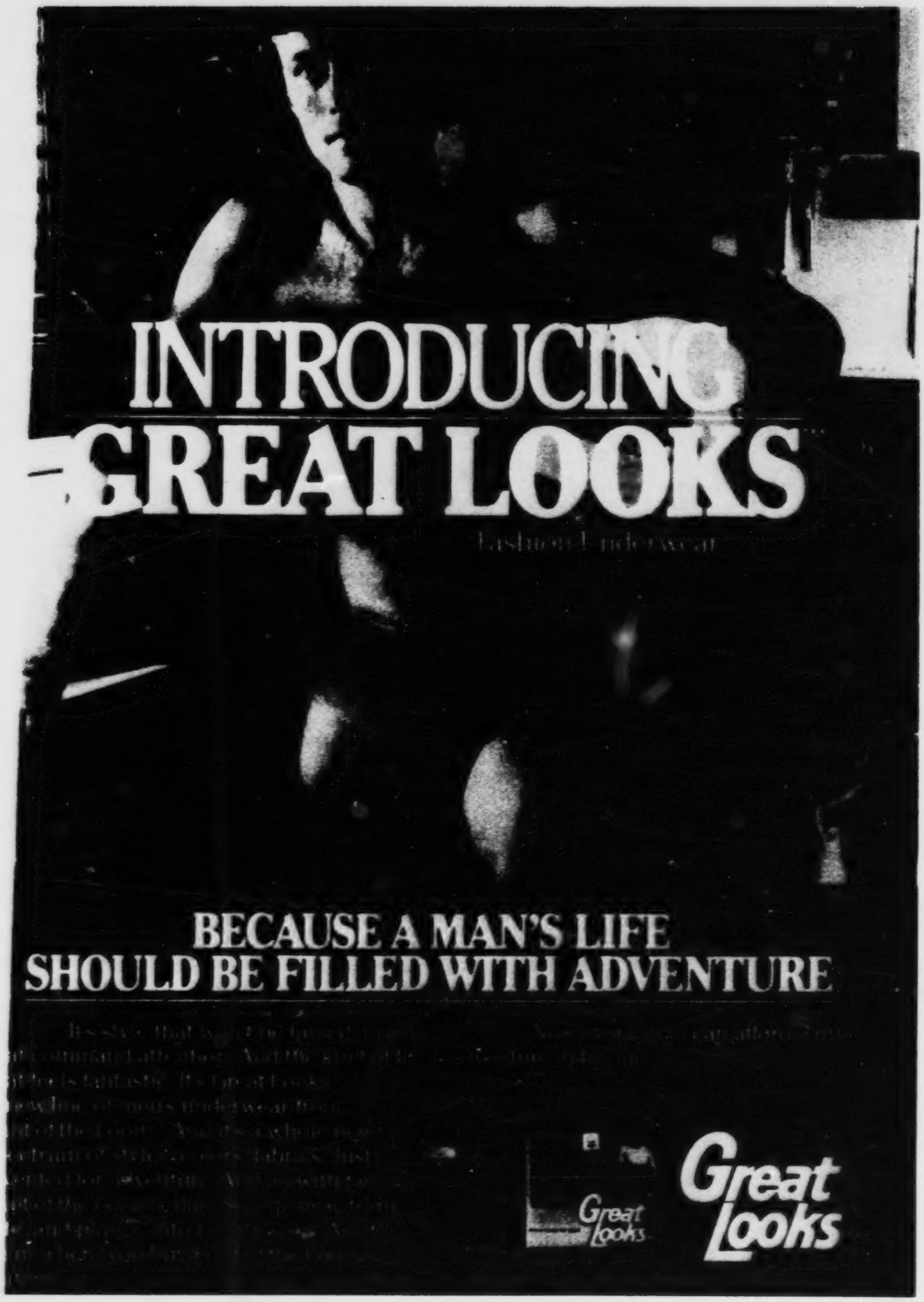
Pleasure. Satisfaction.

A Camel Filters Man understands why the best times are often the simplest.

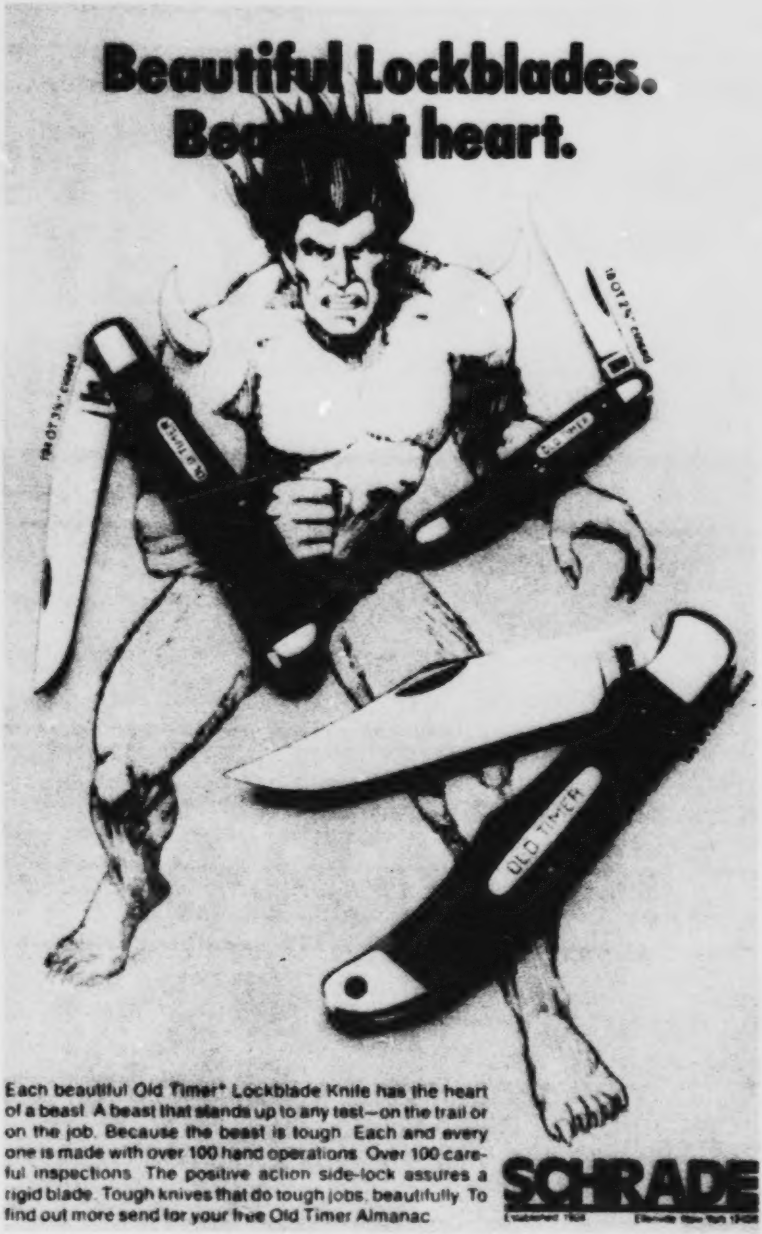
Do you?

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

a rugged loner....

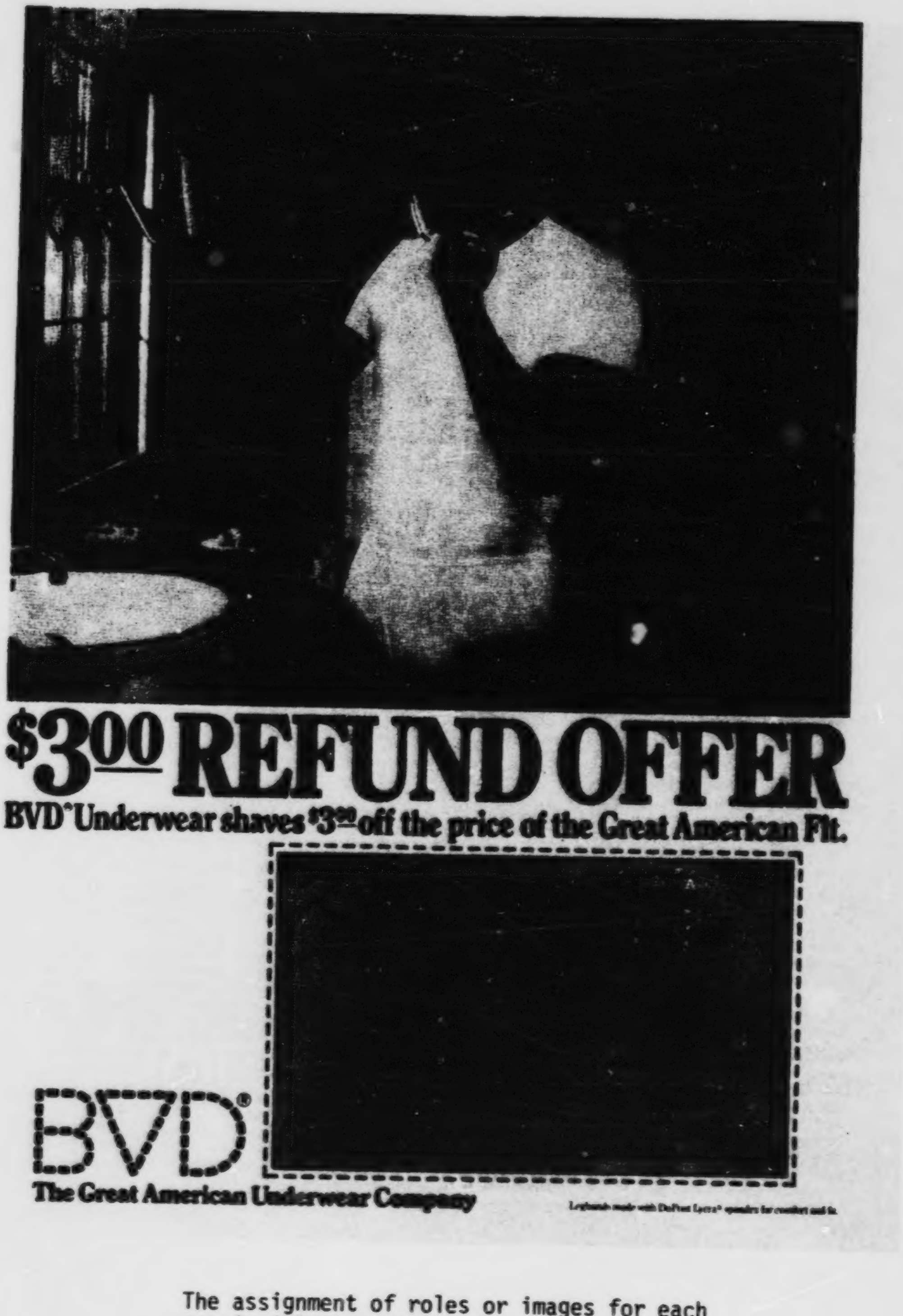

INTRODUCING
GREAT LOOKS
Fashion Underwear
BECAUSE A MAN'S LIFE SHOULD BE FILLED WITH ADVENTURE
Great Looks
Great Looks

adventurous....


Beautiful Lockblades.
Beast at heart.
OLD TIMER
SCHRADE

Each beautiful Old Timer* Lockblade Knife has the heart of a beast. A beast that stands up to any test—on the trail or on the job. Because the beast is tough. Each and every one is made with over 100 hand operations. Over 100 careful inspections. The positive action side-lock assures a rigid blade. Tough knives that do tough jobs, beautifully. To find out more send for your free Old Timer Almanac.

and brutal.



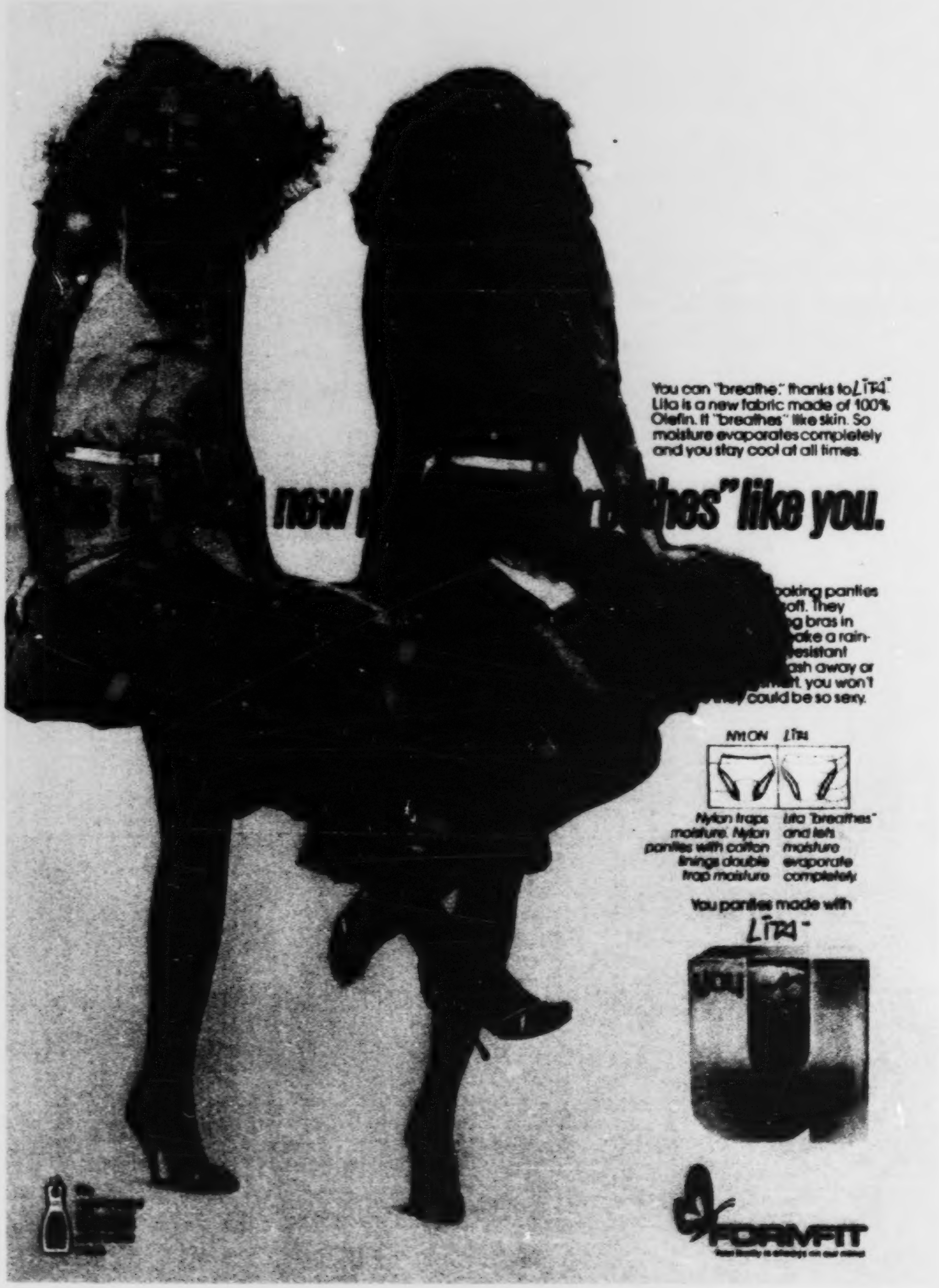
**$\$3^{00}$ REFUND OFFER**

**BVD® Underwear shaves $\$3^{00}$ off the price of the Great American Fit.**

BVD®

**The Great American Underwear Company**

The assignment of roles or images for each sex is illustrated in this ad and the following ad. The garments serve the same functions for both male and female, yet....



You can "breathe," thanks to LITA™. Lita is a new fabric made of 100% Olefin. It "breathes" like skin. So moisture evaporates completely and you stay cool at all times.

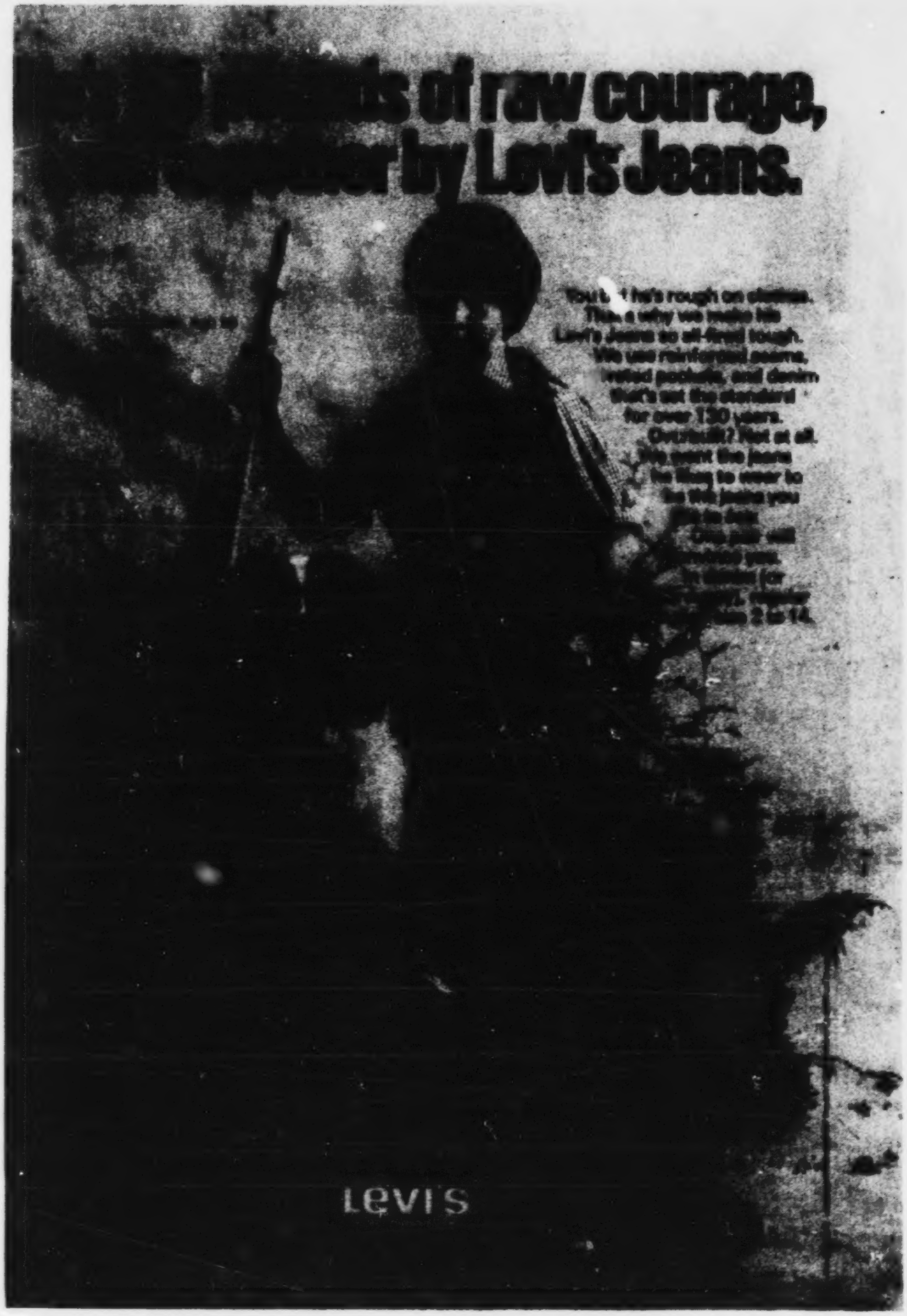
ooking panties
soft. They
g bras in
ake a rain-
esistant
ash away or
t. you won't
could be so sexy.

Nylon traps moisture. Nylon panties with cotton linings double trap moisture

Lita "breathes" and lets moisture evaporate completely.

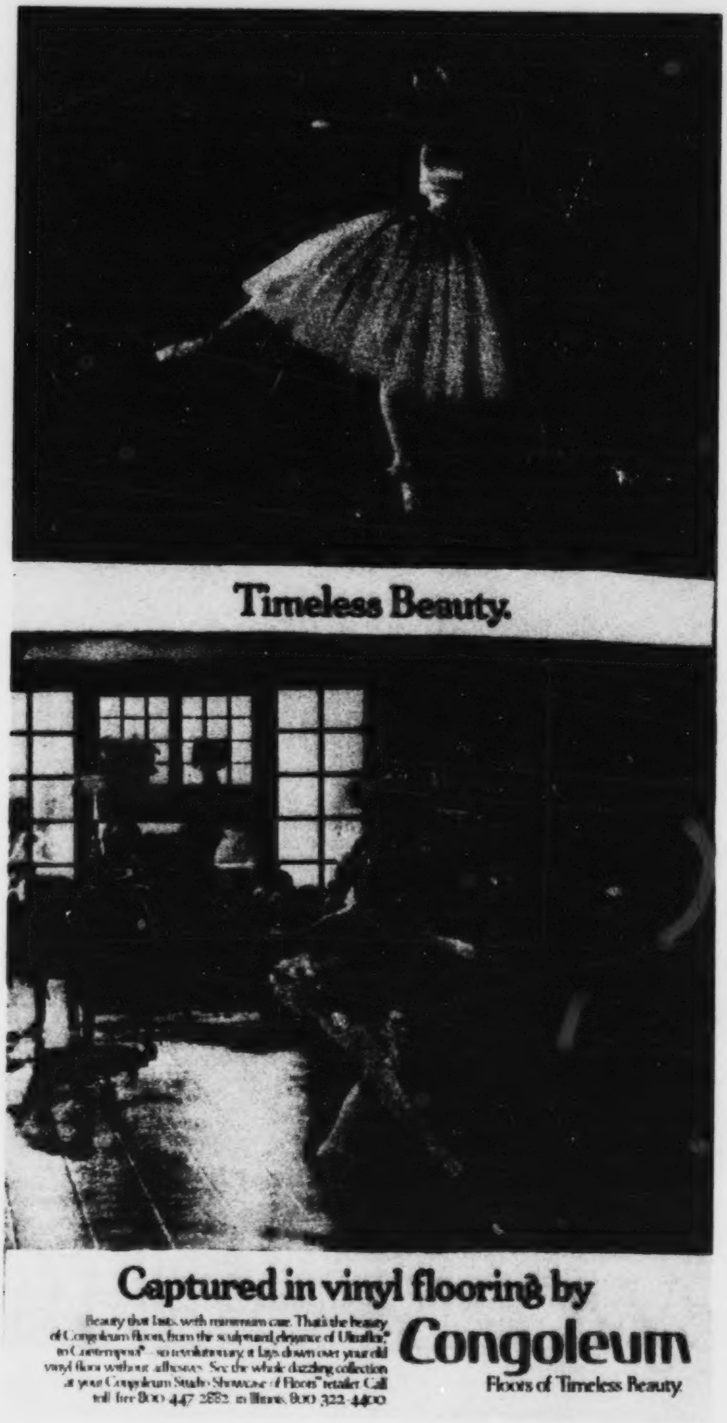
You panties made with LITA™

the images are hardly the same. The message of what each sex should be is clear.


[illegible] pounds of raw courage,
[illegible] by Levi's Jeans.
Levi's

You b[illegible] he's rough on clothes.
That's why we make his
Levi's Jeans so all-fired tough.
We use reinforced seams,
riveted pockets, and denim
that's set the standard
for over 130 years.
Overbuilt? Not at all.
We want the jeans
he likes to wear to
be the jeans you
like to buy.
One pair will
convince you.
In sizes for
[illegible] regular
[illegible] 2 to 14.

The messages are clear for younger
children as well -- boys should get dirty....



Timeless Beauty.

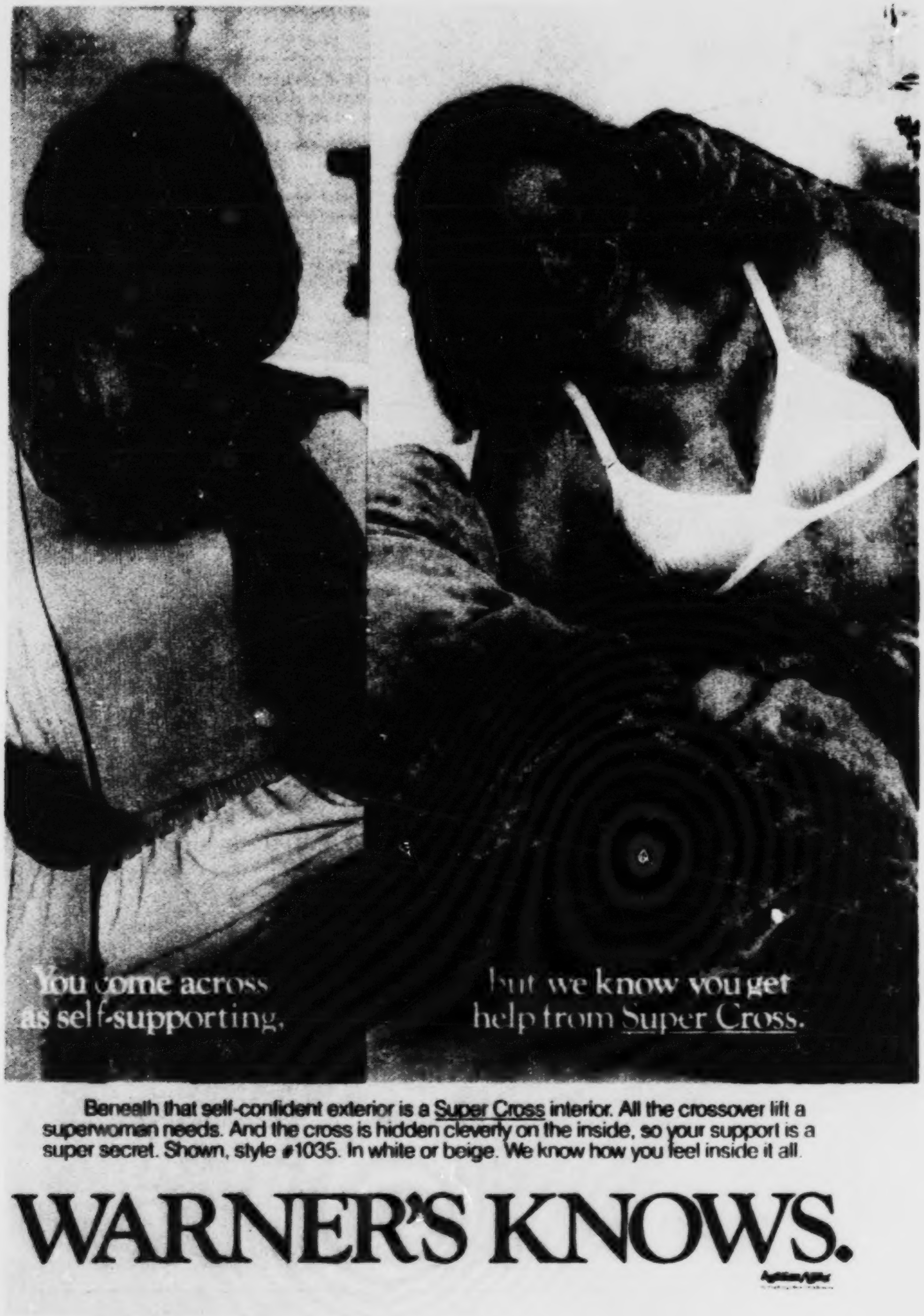
Captured in vinyl flooring by

Beauty that lasts, with minimum care. That's the beauty of Congoleum floors, from the sculptured elegance of Ultraflor® to Contempora® – so revolutionary it lays down over your old vinyl floor without adhesives. See the whole dazzling collection at your Congoleum Studio Showcase of Floors™ retailer. Call toll free 800 447-2882, in Illinois 800 322-4400.

Congoleum

Floors of Timeless Beauty.

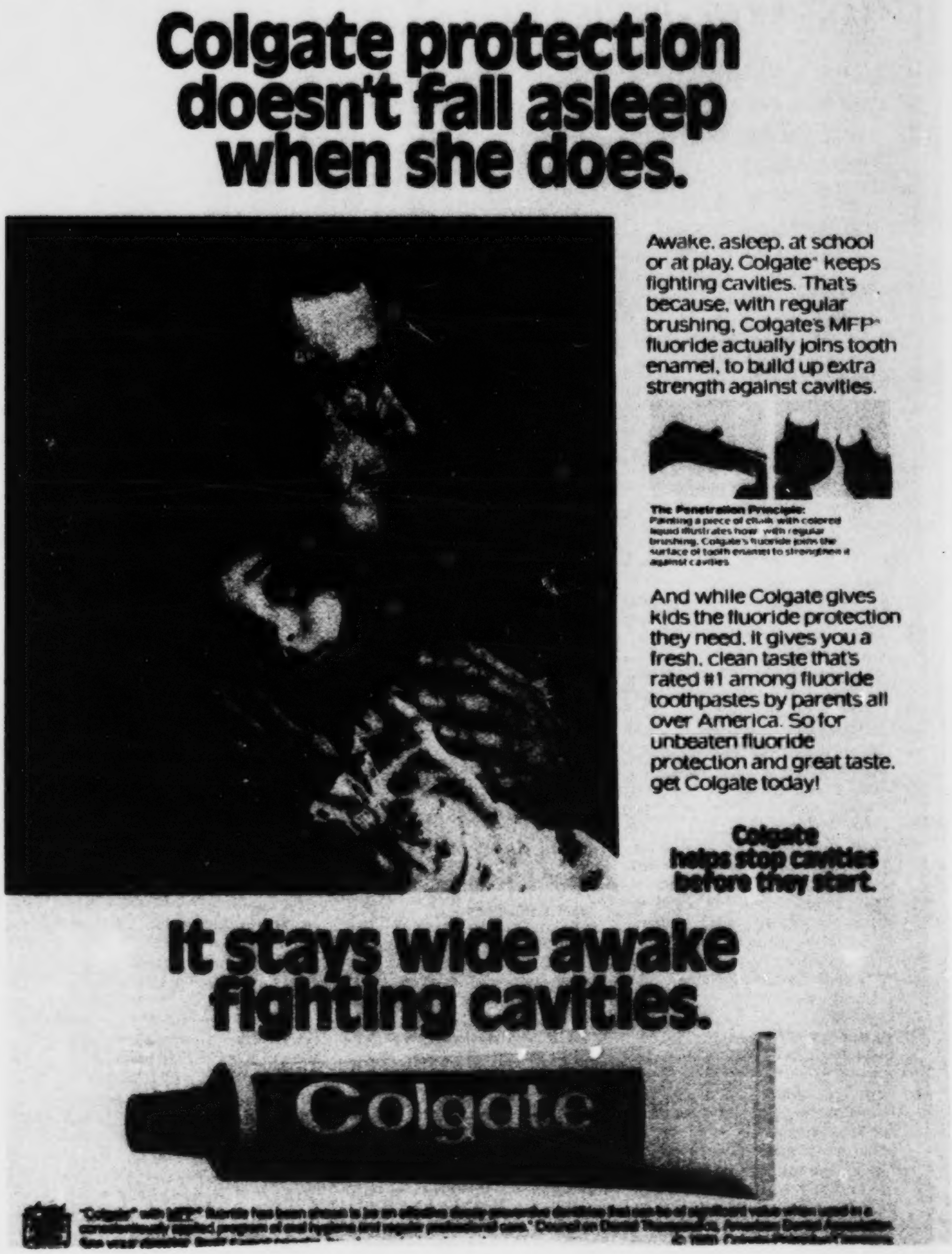
dress up is okay for little girls but
boys have to be tough.


You come across
as self-supporting,
but we know you get
help from Super Cross.

Beneath that self-confident exterior is a Super Cross interior. All the crossover lift a superwoman needs. And the cross is hidden cleverly on the inside, so your support is a super secret. Shown, style #1035. In white or beige. We know how you feel inside it all.

WARNER'S KNOWS.

We need advertising which meets the CRTC guidelines on sex-role stereotyping. We need less of this consescending attitude which belittles women's efforts as single parents....



Colgate protection doesn't fall asleep when she does.

Awake, asleep, at school or at play, Colgate® keeps fighting cavities. That's because, with regular brushing, Colgate's MFP® fluoride actually joins tooth enamel, to build up extra strength against cavities.

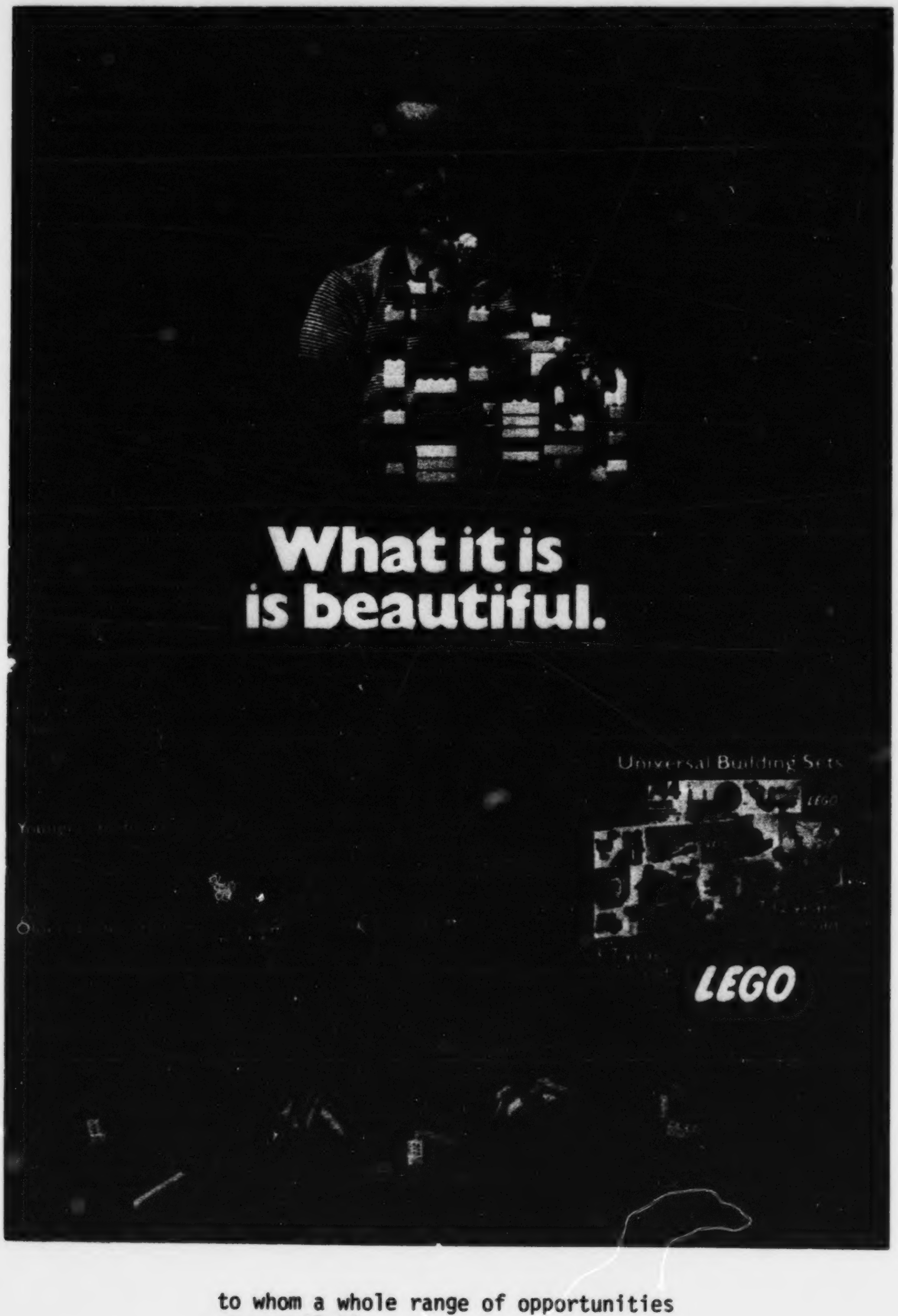
**The Penetration Principle:** Painting a piece of chalk with colored liquid illustrates how, with regular brushing, Colgate's fluoride joins the surface of tooth enamel to strengthen it against cavities.

And while Colgate gives kids the fluoride protection they need, it gives you a fresh, clean taste that's rated #1 among fluoride toothpastes by parents all over America. So for unbeaten fluoride protection and great taste, get Colgate today!

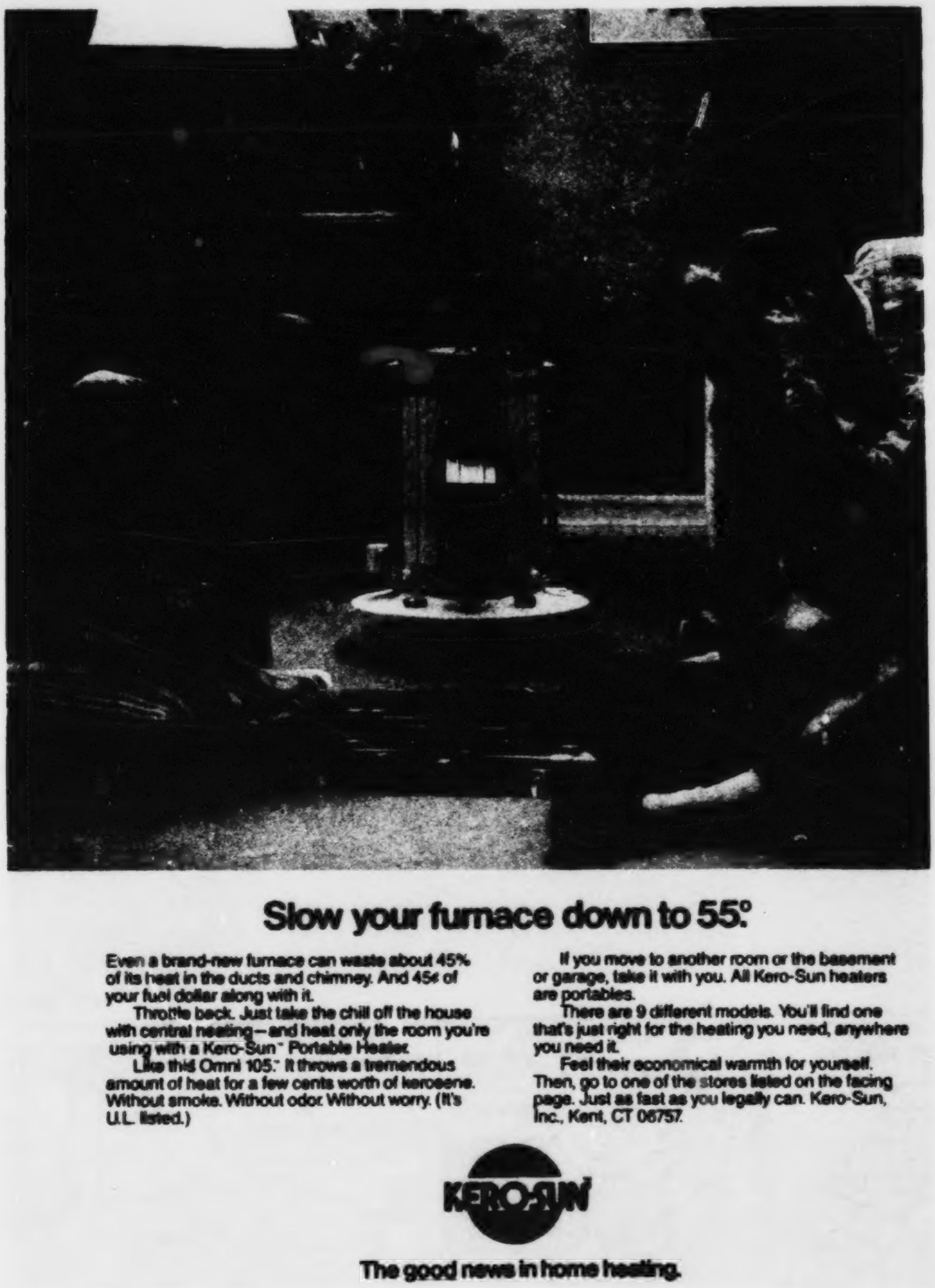
**Colgate helps stop cavities before they start.**

It stays wide awake fighting cavities.

and more images of real people who are
loving, caring, nurturing, responsible,
logical, sensible,


What it is
is beautiful.
Universal Building Sets
LEGO
LEGO

to whom a whole range of opportunities
are available....



## Slow your furnace down to 55°.

Even a brand-new furnace can waste about 45% of its heat in the ducts and chimney. And 45¢ of your fuel dollar along with it.

Throttle back. Just take the chill off the house with central heating—and heat only the room you're using with a Kero-Sun™ Portable Heater.

Like this Omni 105.™ It throws a tremendous amount of heat for a few cents worth of kerosene. Without smoke. Without odor. Without worry. (It's U.L. listed.)

If you move to another room or the basement or garage, take it with you. All Kero-Sun heaters are portables.

There are 9 different models. You'll find one that's just right for the heating you need, anywhere you need it.

Feel their economical warmth for yourself. Then, go to one of the stores listed on the facing page. Just as fast as you legally can. Kero-Sun, Inc., Kent, CT 06757.

KERO-SUN

The good news in home heating.

positive images of real people.

**Saskatchewan
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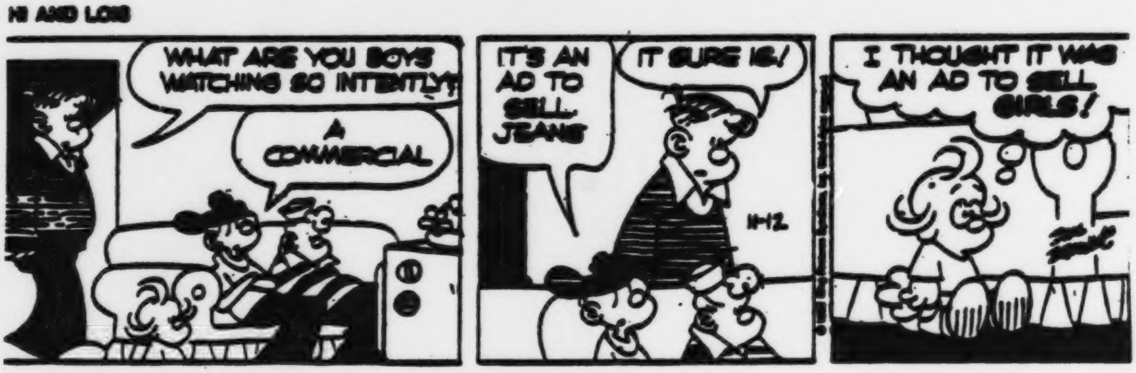
# What Is for Sale ?

The aim of advertising is to encourage consumers to buy something. But the question must often be asked "What is for sale?" Is it a product, an image, an idea, or an implied promise - the promise that if you buy or use this product you will look like this or you will "get the girl, too"?

Killing Us Softly, a 29 minute film, examines the images of women that advertisers use to sell their products. Most of the images are negative and bear little relationship to women's everyday lives. The advertisers create feelings of inadequacy and guilt by telling women they are not beautiful enough, young enough, nor good enough wives and mothers, but if they buy this product, their problems will be solved.

The film also shows advertisements which illustrate the increasing use of children as sex objects and the portrayal of violence against women.

In order to combat the influence advertising has on our lives, we must first become aware of what we are seeing and then let the advertisers know what we like and dislike and why. By expressing our concerns, we can help create an atmosphere in advertising where there is no doubt about the product for sale.


HI AND LOIS
WHAT ARE YOU BOYS WATCHING SO INTENTLY?
A COMMERCIAL
IT'S AN AD TO SELL JEANS
IT SURE IS!
11-12
I THOUGHT IT WAS AN AD TO SELL GIRLS!

Reprinted courtesy of King Features Syndicate

Saskatchewan
Consumer and
Commercial
Affairs

# What Can You Do?

If you dislike the way that women are portrayed in ads or the roles that are assigned to men and women or boys and girls, let the manufacturer know about it! They do not wish to advertise in a way that will offend customers. They may not be aware that there is anything amiss with their message.

Recently, a company advertising its dessert product found itself up against parental disapproval when its ad showed children stealing from a neighbour's tree. What they had intended as a cute portrayal of children's desire for their product was bombarded with criticism by parents because it encouraged "stealing." Within days, the ad was changed.

The address for a manufacturer can be found on the label of a product or is available from the Consumer Information Centre, Saskatchewan Consumer and Commercial Affairs, 1871 Smith Street, Regina or phone (collect) 565-5549.

Write to television and radio stations, magazines and newspapers, or the billboard company that carries the offending ad. Television and radio stations depend on their audiences to sell commercial time. If they lose audiences by running certain advertisements, they want to know.

Have your friends and club members write letters.

Write to the Advertising Standards Counsil, 1240 Bay Street, Ste. 302, Toronto, Ontario, M5R 2A7. Although the offending ad may not violate any of the existing laws or codes, complaints may encourage the Council to adopt the CRTC's guidelines.

Write to the Canadian Radio-Television Telecommunications Commission (CRTC) Ottawa, Canada, K1A 0N2, in support of their Task Force's guidelines on advertising and to draw attention to ads which do not conform to these guidelines.

Write to your Member of Parliament in Ottawa in support of the CRTC guidelines to eliminate the problem of sex-role stereotyping. Postage is not necessary when the House of Commons is in session.

If you see ads that you like, let the manufacturer know that, too. People learn a lot from compliments. Ask for more of the same.

By expressing your views as a paying customer, you may be surprised at the power you have.

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# Section IV

# Children and Advertising Guide

Although many adults do not think that advertising affects them, they readily admit the influence that advertising has on children.

Today's generation of children has grown up with the technology of television. The programs are very much a part of their everyday lives and, along with the programs are the messages from the sponsors. By the time many teen-agers graduate from high school, they have spent nearly twice as much time watching television as they have spent in school. On average, they have seen 450,000 television commercials encouraging them to buy something.

Because "...children do not discriminate between fantasy and reality, fact and fiction,"[1] they need assistance from adults to help them develop analytical skills. The purpose of this section of the kit is to provide some ideas for adults to help their children understand the purpose of advertising. Included in this section are the following:

The Influence of Advertising on Children
TV I.Q.
Let's Talk About Ads
The 16% Minority
Letting the Children Decide
Help Them Find the Facts
Avoiding the Grocery Store Tantrum
Children's Advertising Regulations & Codes
Activities
Bibliography

"The Influence of Advertising on Children" outlines the findings of several studies which were set up to determine if television advertising has an influence on children.

"TV I.Q." is a quiz which tests consumers' awareness of how much advertising children see and what the ads are selling. The answers to the quiz and the information from "The Influence of Advertising on Children" combine to show that advertising is a major force in determining children's wants and directing their spending.

One of the ways to combat the influence of advertising on children is to remove the mystique that surrounds it. This can be done by talking about advertising with children. "Let's Talk about Ads" provides some suggestions for adults to help their children understand the purpose and techniques of advertising.

Another way to combat the influence of television advertising is to limit the amount of television children see. "The 16% Minority" refers to the percentage of parents of school age children who actually do limit the amount of TV their children watch. The article contains a rationale for limiting viewing and some suggestions for implementing the idea.

Once children have developed an understanding of advertising and its techniques, parents can assist them to become wise consumers by giving them the opportunity to make some buying decisions for the family. Some ideas for this are suggested in "Letting the Children Decide" and "Help Them Find the Facts."

The studies of children and advertising (refer to "The Influence of Advertising on Children") showed that children attempt to influence their parents' purchases while shopping. "Avoiding the Grocery Store Tantrum" offers some suggestions to parents to do just that.

"Children's Advertising Regulations & Codes" summarizes where to get information on children's advertising regulations, where to complain if ads appear to be misleading, unfair or untrue and how to get involved in improving programming and advertising directed at children.

Some additional activity sheets have been included for educational fun and enjoyment.

The sources for the above information are, Mom, Buy Me That! published by Alberta Consumer and Corporate Affairs, and Advertising and Toy Buying, Teacher Information booklets published jointly by Saskatchewan Consumer and Commercial Affairs and Saskatchewan Education.

[1] Chuck Delsache, "Child's inability to discriminate taught, reinforced by TV", Saskatchewan Bulletin, 31 October, 1979.

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Commercial
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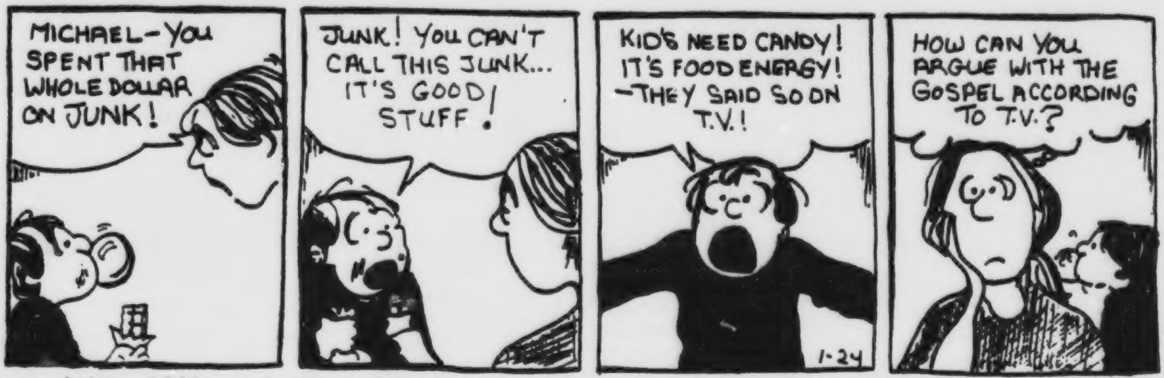
# The Influence of Advertising on Children

FOR BETTER OR FOR WORSE


MICHAEL-YOU SPENT THAT WHOLE DOLLAR ON JUNK!
JUNK! YOU CAN'T CALL THIS JUNK... IT'S GOOD STUFF!
KID'S NEED CANDY! IT'S FOOD ENERGY! -THEY SAID SO ON T.V.!
HOW CAN YOU ARGUE WITH THE GOSPEL ACCORDING TO T.V.?
1-24

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Studies[1] of the influence of television advertising on children found that:

1) Children attempt to influence their parents to buy food and toys that are advertised on television.
2) Children can be influenced by the advertisers with as little as one exposure to a commercial.
3) Children, especially preschoolers, identify with attractive child-models and want to have their food or toys.
4) The more children watch television, the more they try to influence what is purchased.
5) Children try to influence the purchases made by parents once every two minutes in a half-hour shopping trip.
6) Parents deny requests for cereals one-third of the time and for toys two-thirds of the time and conflict arises.
7) Children experience greater unhappiness when they have seen a TV ad but are denied the product.
8) When given a choice of playing with friends in the sandbox or a toy they had seen advertised, 65% of the children who had seen the ad requested the toy but 70% of the children who had not seen the ad played with their friends.

[1] Marvin E. Goldberg and Gerald J. Gorn, "Some Unintended Consequences of TV Advertising to Children," Journal of Consumer Research, 5, (June 1978), 22-29.

**Saskatchewan**
**Consumer and**
**Commercial**
**Affairs**

# T.V. I.Q.

1. The average 2 - 11 year old in Saskatchewan watches how many hours of television per day?

   ☐ one
   ☐ two
   ☐ three

2. Saskatchewan children attend school for how many hours per day?

   ☐ three
   ☐ four
   ☐ five

3. By age 6 children will have spent approximately 1000 hours in school and will have watched television for

   ☐ 1000 - 2000 hours
   ☐ 2000 - 3000 hours
   ☐ 3000 - 4000 hours

4. How many commercials will a child have seen by age 10?

   ☐ 50,000
   ☐ 150,000
   ☐ 250,000

5. How many commercials will a teenager have seen by age 18?

   ☐ 250,000
   ☐ 350,000
   ☐ 450,000

6. By high school graduation, students will have spent approximately 12,000 hours in the classroom but will have watched television for

   ☐ 10,000 - 12,000 hours
   ☐ 15,000 - 20,000 hours
   ☐ 20,000 - 25,000 hours

7. How many advertising messages do we see each day?

☐ 20
☐ 100
☐ 500

8. How many television commercials is a child likely to see in one year?

☐ 500
☐ 5,000
☐ 20,000

9. How many of these ads are for sugared cereals and snacks?

☐ 5,000
☐ 9,000
☐ 20,000

10. At about what age do most children understand that the purpose of television commercials is to sell?

☐ 4
☐ 8
☐ 12

11. At about what age do most children see through the techniques that advertisers use to sell their products?

☐ 6 - 8
☐ 8 - 10
☐ 10 - 12

12. Are children affected by advertising which is directed to adults?

☐ yes
☐ no

13. Which Canadian T.V. network runs children's programs without commercials?

☐ C.T.V
☐ C.B.C.
☐ N.B.C.

Saskatchewan
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# T.V. I.Q.
## Answer Key

1. The average 2-11 year old in Saskatchewan watches three hours of television per day.

2. Saskatchewan children attend school for five hours per day. We know that school has a major impact on the learning habits and socialization of children. We need to consider the impact that television and its advertising has on children in light of the time spent in front of the set.

3. By age 6, children will have spent approximately 1000 hours in school and will have watched television for 3,000-4,000 hours. These are the formative years for the development of children's attitudes and beliefs.

4. By age 10, children will have seen 250,000 commercials.

5. By age 18, a teenager will have seen 450,000 television commercials. Each of these messages encourages the individual to buy something and implies promises and imparts messages about lifestyles and values that have little to do with the product.

6. By high school graduation, students will have spent approximately 12,000 hours in the classroom but will have watched television for 15,000-20,000 hours. Advertisers use techniques which often equate social status and popularity or imply sex appeal or attributes to which teenagers aspire with the purchase of a particular product. Although students recognize that the main purpose of an ad is to sell, they usually do not recognize the underlying message in the ad.

7. We "see" approximately 500 ads per day in magazines, newspapers, flyers, catalogues, billboards and on radio and television.

8. In one year, a child will see approximately 20,000 television commercials.

9. Approximately 9,000 of these ads are for sugared cereals and snack foods. Very few are for more nutritious fresh fruits, vegetables or unprocessed foods.

10. By the age of 8, children understand that the purpose of television commercials is to sell a product.

11. Between the ages of 10-12, children understand many of the techniques used to enhance the desirability of a product. It is usually the experience of a disappointment after purchasing a product that assists children to develop a critical attitude.

12. Yes, children are affected by advertising which is directed at adults. Although advertising is limited to 4½ minutes in 1 hour of children's programming, the average 11 year old viewer spends 80% of viewing time watching adult programs and advertising.

13. The C.B.C. runs children's programs without commercials. The Public Broadcasting System (Prairie Public Television) in the United States runs all its programs without advertising.

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# Let's Talk about Ads

Children ask for products they see advertised. In their parents' view, these products are often too expensive, poor quality, non-nutritious or potentially hazardous. The children soon discover that these products are not all they are cracked up to be in the commercials.

As you talk to your children about TV commercials, they will learn to see through common sales techniques. Ultimately, they will become less influenced by advertising hype and more able to make wise consumer decisions.

Start by brushing up on children's TV advertising techniques. For instant consciousness-raising, spend a Saturday morning in front of the TV set.

Match your discussions to each child's level of understanding. Included are some suggestions for discussion with certain age levels. You know your children well, but exploring these questions may give you a few new ideas about their understanding.

If your children are simply too young to understand even the basic concepts of commercials, leave the subject and come back to it in a few months. In the meantime, you might consider keeping the number of commercials they see to a minimum. This is a good idea because children who cannot understand basic concepts are very susceptible to commercial messages. Read "The 16% Minority" for guidelines.

Keep your discussions short and simple. Don't bore. Don't baffle.

Repeat...repeat...repeat. Is a TV commercial ever shown just once? Repetition works. Is a TV commercial ever shown just once?

Talk about commercials which are aimed at adults too. Such commercials can have subtle effects on children. For example, they will probably not want to buy floor wax, but by talking about ads, they may learn that it is not a woman's solemn duty to be pathologically obsessed with the shine on her floor. Just be sure to match your discussions to each child's level of understanding.

Talk about the programs themselves too. They also advertise materialistic life-styles, sex, violence.

Think out loud. When you see a product or a commercial that you do not approve of, say so. Tell your children why you feel that way. Similarly, when you approve of a product or commercial, explain why. Encourage your children to do the same.

Because older children often resent being "preached" at, thinking out loud is a particularly good way to get your point across. Address your comments to another person in the room, or to no one in particular. You can also think out loud by asking rhetorical or leading questions. In this way you are not speaking to your children directly, but you are still exposing them to your values and helping them understand advertising techniques.

TV commercials are obviously a powerful influence in our lives. If not counterbalanced by other influences, they can play a major role in the kind of consumers our children are, and will become. Your guidance can help your children. Start talking...

## Talking to the Under 8 Set

These questions will help you start discussions about TV commercials with young children.

- Tell me when the next commercial comes on.
- What is a commercial?
- What is your favorite commercial?
- Who puts commercials on television?
- Why are there commercials on television?
- What are they trying to sell in the commercial that is on right now?
- What products are advertised on children's shows? Why do they try to sell ______________ to you?
- What products are advertised on Mommy's and Daddy's shows? Why do they try to sell ______________ to us?
- Did you ever ask me to buy you something you saw on TV? What was it? Was it as good as it looked on TV?
- What are commercials made of?

  I can hear ___________________(voices, music, laughter, etc.)
  I can see ___________________(children, candy bars, toys, cartoon characters, etc.)

As well as talking to you about TV commercials, young children will enjoy these activities. Suggest that each time they see a commercial, they jump up and turn around, clap their hands, do a jig, or any other action. They might also enjoy mimicking what is taking place on the screen. Such games will help them learn to identify TV commercials, and become active rather than passive television viewers.

# Talking to 8-12 Year Olds

## AUDIO-VISUAL TECHNIQUES

Point out the techniques listed below. Encourage your children to tell you when they see or hear them. Talk about whether or not the product is as good as the commercial makes it look. When they can identify all the techniques, you might all like to play "TV Commercial Bingo" in the Activities Section.

- background music and jingles
- cartoon characters
- sound effects
- slogans
- exotic or special background scenery
- special lighting effects
- special camera angles and close-up shots
- fast cuts (many different shots edited together in fast sequence)

An excellent way to learn about audio-visual techniques is to concentrate on one technique at a time. Turn the sound off completely when a commercial is shown. Ask your children what they see. What sounds do they think are present? What product is being sold? This is not always obvious, especially in commercials directed to adults. Another time, suggest that they close their eyes. Ask them what sounds they hear. What pictures do they think are accompanying the sounds? What product is being sold?

## PSYCHOLOGICAL APPEALS

Want to sell a truck? Put a ruggedly handsome wrangler, wearing skin-tight jeans and a cowboy hat behind the wheel. Want to sell candy-coated cereal to children? Make eating that cereal look like more fun than a birthday party.

We all have desires. Adults want status and sexual attractiveness. Children want fun, friendship and excitement. There is nothing wrong with these desires. There is something wrong with believing that buying products will automatically satisfy them. Help your children recognize and evaluate the underlying psychological appeals in TV commercials.

## THE REAL MEANING OF WORDS

Children often literally believe that a chocolate bar is "the best," or a toy race car is "the fastest." Help them see through such claims.

Be sure they understand disclaimer phrases such as "some assembly required," "batteries not included," and "all sold separately."

Evasive words can leave a positive impression even though they do not mean much. For example, what do these words really mean.

- helps prevent
- part of a nutritious breakfast
- chocolate flavored ice cream

## HE-MEN AND LITTLE WOMEN

The roles played by characters in commercials can help create stereotyped beliefs. For example, a young girl might be influenced to believe that only toys such as dolls and nurse kits are appropriate for girls, and that being a wife and mother is the only appropriate role for female adults.

## PREMIUM OFFERS

The next time you see a commercial with a premium offer, ask your children what the commercial is trying to sell. Children often cannot tell what is being advertised, the plastic toy or the breakfast cereal. You might also talk about why the manufacturer includes premiums with certain products and whether or not these premiums are FREE...FREE...FREE...

## INFORMATION CONTENT

Evidently, many advertisers have decided that straight information about price, nutritional value, durability, size and materials or ingredients used does not sell products. Such information is rarely mentioned in commercials.

Point out to your children commercials which are full of flashy techniques but devoid of solid information. Talk to them about why straight information is important. Ask them why they think straight information is not included in many commercials. Ask them where they could find this type of information if they were thinking of buying a certain product.

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# The 16% Minority

Studies have found that only 16% of parents of school children limit or influence what children watch on television.

Television is not completely good or bad. How it affects your family depends on how you use it. Talking with your children about TV programs and encouraging them to view TV selectively are the two best ways of ensuring that TV has a positive influence on them.

Selective viewing is actively choosing TV programs, rather than passively watching whatever happens to be on. Hand-in-hand with this goes limiting the time spent watching TV programs.

You can and should influence your children's TV viewing habits just as you influence the type of food they eat and the time they go to bed. Which programs should your children watch? The best way to answer this question is to watch television programs yourself and then make your own judgements.

Do you approve of the number of commercials shown? Some stations show fewer commercials than others; some stations show no commercials at all. Programs on these channels are good choices if you want to reduce the amount of advertising your children see.

Do you approve of the products advertised and the advertising techniques used? The seemingly endless stream of advertisements for gooey candy bars and expensive toys may not be your idea of suitable TV fare.

What do you think of the programs themselves? Do they promote materialistic lifestyles? You know the type: big houses, flashy cars, designer fashions. Do they offer unsuitable role models: the school teacher who doubles as the class comedian, the adulterous wife who conducts a different affair each week? Are the programs too violent? Is the subject matter too mature for your children to understand?

Once you have completed your survey, make a list of programs that are suitable for your children and decide how many hours of television they may watch each week. Encourage your children to make their own choices from the list that you provide.

You may also wish to make a list of programs that they may not watch. Stick to it. By refusing to let them watch programs and commercials that you do not approve of you demonstrate that certain values are important to you.

If your children are still young, it will be relatively easy to introduce the idea of selective viewing. If your children are older and already addicted to TV, it will be more difficult to wean them away from the screen. Talk to them about why you want them to view TV selectively. Make the changes gradually. Most important of all, help them find other things to do. If they get bored, they will soon be back in front of the set.

No matter what age your children are, they will learn by your good example. Get into the habit of limiting your viewing and carefully choosing the programs you watch. Turn the set off. If it left on "just for background noise", the watching habit will be harder to break.

Make the most of watching TV together, by discussing the things you see. "Let's Talk about Ads" offers a variety of ideas.

This article is the tip of the iceberg of information about children and television. Much has been written about television violence, for example. This is particularly so since the realization that some of the most violent programs on television are the Saturday morning cartoon shows. Television sex is another major concern. Learn more about these problems and how to overcome them by asking your local librarian for books and articles on the subject. You may also obtain information from the Children's Broadcast Institute and Action for Children's Television. The addresses of these two organizations are listed in the article "Children's Advertising Regulation and Codes". In many places across the province, courses and workshops on children and television are offered by organizations such as parent/teacher associations, church groups and adult education centers. Ask about such programs in your locality.

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# Letting the Children Decide

Cereals are a highly advertised product. The decision to buy cereal for the family is often left up to the children and it is important for the decision to be based on wise shopping habits rather than advertising lingo.

Advertising does not teach children how to buy wisely, but parents can do the job. Parents can teach children by direct instruction, by showing them and talking to them about what to base a buying decision on, how to gather information about a product and how to examine the advertising messages.

They can also teach by example. One father said, "Since we started teaching our children how to shop, I get the feeling that they are always watching me." Children will watch and listen as their parents ask about the guarantee for a toaster or check the label in a shirt.

In allowing children to choose the breakfast cereal, set some guidelines for them to follow. If the children are old enough to read labels, some parents ask their children to choose cereals which have a low sugar content. Others ask that they choose cereals which do not have a prize packed in the box, or which are not over a certain price. Make your own guidelines but discuss why they are important with your children.

Children will enjoy choosing other foods too. Try peanut butter, cheese, fruit, or any product that they enjoy eating. Just explain the buying rules and let them go to it.

If your children are too young to choose products, make the choices yourself, but tell them why you are buying. Similarly, tell them why you do not buy certain items. Such discussions lay solid groundwork for later lessons.

Finally, point out marketing techniques such as end-of-aisle displays and "special" offers. Talk to your children about how these techniques influence consumers to buy.

## SEND FOR YOURS TODAY

Once children learn to read, they can learn to deal with the tempting mail-order offers in comic books and magazines. Here is one father's approach to a lesson in mail-order buying.

"Last April, my 10 year old son saw a comic book ad for a kite shaped like a space ship. I told him that he could buy one here in town, but no, he had to have that kite! The ad looked kind of suspicious to me. I told him why I thought so, but I let him send for the kite anyway.

Well, two weeks went by, and no kite. One month went by, and still no kite. At the end of June, his kite finally came. You should have seen his face when he opened the package. I don't know what he expected but it sure wasn't what he got. To make matters worse, there was no kite string included in the package. He had to wait for his next week's allowance before he could even fly the thing. He was upset, but I know he learned a lot from the experience."

This dad went on to tell how he and his son looked at the mail-order ad again. He pointed out the exaggerated statements and the flashy illustrations, and they talked about how to shop by mail. His son is now a real whiz at spotting the ploys in shady mail-order ads. He can also tell when an ad is an honest offer and a good deal.

The "Send for Yours Today" exercise in the activities section grew out of discussions like this one. Do this exercise with your children the next time they want to buy something they have seen in a comic book or magazine.

## OTHER MARKETPLACE LESSONS

Children will be interested in learning how to buy gifts and items they use themselves. Toys, batteries, bicycle accessories, records, tapes, clothing, and hobby equipment are all suggestions given by parents.

Here is one family's experience with gift buying. It is a good example of how to ease a child into making complex buying decisions.

"A few years ago at Christmas, I started comparing prices and checking test reports on toys. At first I did all the checking and just told my daughter what I was doing. Gradually she started helping me. Now she's really got the hang of it. Last Christmas it was her job to make a list of good toys for her brother and sister. By the time the Christmas toy commercials came on, she could tell us the price and the good and bad points about almost every toy advertised. Did we ever have some good discussions about those toy commercials. It sure opened her eyes.

This year we promised her a bike for her birthday. All by herself, she decided to check out the various brand names in the consumer magazines. She's only eleven years old, but she really knows what she's doing."

This young girl transfered the things she learned while making the toy list to another buying situation. This is what parents should aim for.

There are two other interesting things about this story. First, learning the right way to make buying decisions helped the girl look at TV commercials more critically. Second, the same three themes that were listed at the beginning of this article are present in this story. The parent provided the child with a good example, with direct instruction and with buying experience.

As you search the marketplace for learning opportunities, keep these three themes in mind. Here are some additional ideas to guide you. Children are anxious to learn, but it takes a while for the lessons to pay off. Be patient. Go slowly. Be natural, every shopping trip need not be a guided lecture tour. Choose a time and place that suits your busy schedule. Make the lessons brief and repeat them often.

## ACTIVITIES

### SURVEYING TOYS

Have the children evaluate two or three toys at home or in a store. Instruct them that the following areas should be considered in the evaluation: safety, durability, type of play encouraged, age suitability, accessories needed, price comparisons, guarantees, use of renewable and non-renewable resources, packaging, label and package information, store displays and advertising methods.

Develop a list into a large evaluation chart and display it in a playroom.

Observe television commercials which advertise toys. What techniques are used to make the product appealing? What claims are made? Evaluate how closely the commercials follow the Code of Advertising Standards (available from Advertising Standards Council, 1240 Bay Street, Ste. 302, Toronto, Canada, M5R 2A7.

### BUY ME

Encourage the children to think of a toy they bought because it was seen in an advertisement. Ask them:

Were you satisfied with the toy?
Can you still play with the toy?
Was it difficult to assemble?
Was it suitable for your age?
Was the price fair?
Did the advertisement forget to tell you anything?
Was the advertisement honest?

## MAKE BELIEVE

Imagine you are a toy in a store.

What toy are you?
How do you feel being on display?
Who will buy you?
What do you do at night when the store closes?
Move like your toy.

Have the children draw their favorite toy and find the price of the toy in stores and catalogues. Is it the same price in all the stores and catalogues?

## THE TOY SHOP

Make some safe and durable toys and games with common household items (pencils, crayons, marbles, toothpicks, plastic containers, cans, straws, boxes). Why do we purchase activities we can produce on our own?

Find a large cardboard box. List the various ways the box can be used in play.

## TAKE CARE OF US

Toys last longer if proper care is taken. Make a list of ways to take care of toys.

## WHAT A PIECE OF JUNK

Have the children make a display of toys, crafts, puzzles or games that were disappointing or that broke easily. On a piece of tag board, state why each was disappointing.

Think of ways some of the toys can be repaired. What amount of pollution is caused by poorly made toys? What type of packages do toys come in? Do packages add to solid waste pollution? Are all packages necessary?

## MAKING A PURCHASE

Have the children list the order of influence each of these would have when purchasing a toy: price, labels, materials, construction, unusual design, ease of repair, advertising, the recommendation of a friend.

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# Help Them Find the Facts

Teach your children how to use sources of unbiased information. Children learn by example. If you are shopping for an unfamiliar item, check it out before buying. These magazines are available in the Consumer Information Centre, Saskatchewan Consumer and Commercial Affairs, 1871 Smith Strett, Regina. S4P 3V7

CANADIAN CONSUMER:

This monthly magazine evaluates two or three products per issue. In October of each year there is a special report on toys. This magazine is available in most public and many school libraries. Subscriptions may be purchased from Circulation Department, Consumer's Association of Canada, 2660 Southvale Crescent, Level 3, Ottawa, Ontario K1S 5J3 ($16/yr.)

CONSUMER REPORTS:

This monthly magazine is published in the United States. It evaluates five or six products per issue. It is available in most public and many school libraries. Subscriptions may be purchased from Subscription Director, Consumer Reports, P.O. Box 1000, Orangeburg, N.Y. 10962. ($15/yr.)

PENNY POWER:

This American magazine is published six times during each school year. Cartoons, pull-out posters and lively stories give children aged 8-12, information on the products they buy and use. Check public and school libraries. Subscriptions may be purchased from Penny Power, Box 6000, Orangeburg, N.Y. 10962. ($9/yr.)

NEWSPAPERS AND SPECIALTY MAGAZINES:

Daily newspapers are full of consumer information, music and record review columns, sports and hobby columns, children's sections. Point these out to your children. Magazines that focus on special interest areas such as stereo equipment or jogging also offer product reports.

PRODUCT INFORMATION:

Saskatchewan Consumer and Commercial Affairs has free tip sheets and information packages which can assist adults and children to make wise buying decisions. Write to: Saskatchewan Consumer and Commercial Affairs, P.O. Box 3000, Regina, Saskatchewan S4P 3V7.

FRIENDS:

Adults obtain much product information from friends who already own a similar item. Encourage your children to do the same. They could even do mini-surveys before buying an item.

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# Avoiding The Grocery Store Tantrum

Here are some guidelines to help parents say yes or no to children when they ask for things, teach some consumer lessons and keep the lines of communication open.

Six year old Kyle lags begind his mom, attracted by the display racks near the check-out counter. As Linda pays the cashier, she feels her son's hand on her arm. Looking down she sees some candy in his hand and that familiar look in his eye. "No," shouts Linda. "Screeeech, ---- " retorts Kyle. The cashier frowns, the other customers shift impatiently, Kyle continues his tantrum until Linda gives in. "How much is it?" she asks. Satisfied, Kyle rips the wrapping off the candy and happily leads the way to the parking lot. He's won another round.

Like Kyle, most children are tempted by advertised products whether candy bars or space toys. It is natural that they will ask for those items.

The way in which parents handle such requests will teach their children a lot about being consumers. For example, Kyle has just learned that if he offers a few well-timed screams, his mom will buy him what he wants. He also learned that candy is an appropriate snack. Undoubtedly, these are not lessons Linda had intended to teach.

## YOU ARE THE BEST JUDGE

Parents act in their own best interests, as well as their children's when they say no to requests for items of which they do not approve. They will not have to continually battle against the pressure of their children's request if they make their position clear from the beginning. They will be able to act with the confidence of knowing that they are choosing what is best for their children's health, safety and development.

## SAY MORE THAN YES OR NO

Talking about requests together, instead of flatly refusing, will help your child to deal with disappointment. Give short and clear reasons why you will not buy the item and remain calm and friendly. This is much easier when you have thought through your strategy beforehand and talk openly with your children.

Parents can help their children to understand the adult world by explaining why they agree to certain requests. It can be as simple as this example. "When you asked me to buy the Dumbo The Elephant record and book, I thought of how much you listen to your Lone Ranger record and follow in the book. You are also good at working the record player and know how not to play it too loud. I thought you would probably like this one. I think you have made a good choice."

## ESTABLISH FAMILY BUYING GUIDELINES

Children who understand the basis of family buying decisions will eventually learn to make requests more in keeping with family values and standards. To this end, you and your children could develop family buying guidelines. Relate the guidelines to your family's wants and needs. Tailor them to each child's level of understanding. Discuss them before a child asks for something, not during a tantrum in the grocery store. Apply them consistently.

Here are some guidelines followed by some families:

- One family has agreed that they will never buy things like chocolate bars and pop when they are grocery shopping. The children no longer ask for these items.
- Another family has decided that if the older children ask for a toy, they will also give the parents information such as how much it costs and of what materials it is made. Further they will explain why they want the toy. The parents have found that this helps them make better decisions and has decreased the number of impulsive requests made by the children.
- In yet another household, nutritious snacks such as fruit, juice, cheese, peanuts, and raw vegetable sticks are provided in abundant quantity. If the children want snacks such as chocolate bars and pop, they buy them with their own allowances.

## SUGGEST ALTERNATIVES AND BE PREPARED TO NEGOTIATE

If you must say no to a purchase request, suggest alternatives which are more in keeping with your standards.

Susan: Dad, I want this chocolate bar.
Dad: You can have a piece of red licorice or a piece of black licorice. Which do you want?
Susan: I want the chocolate bar.
Dad: That's not a choice. Either red or black licorice ... or nothing. Which do you want?

You will be surprised how fast the child will cut his/her losses and go with the licorice. The idea is to keep control of the situation rather than give in to the child.

Explain why the alternatives you suggest are better. Encourage the child to suggest alternatives too.

Sometimes you simply cannot afford to say yes, even though you want to. There are always alternatives. Suppose, for example, that your child has asked for a ten speed bicycle but you simply cannot afford it. Could you organize some appealing activities for your child and his friends that do not require a bicycle? Could you rent or borrow a bicycle for special occasions? Would a second hand, standard model be okay? If the child is old enough, could you help him/her make plans for earning the money needed?

Do not feel badly about saying no because you cannot afford a certain item. For the rest of their lives, your children will have to live within a set income. It is never too early to learn this lesson.

## SET A GOOD EXAMPLE

Your example is more powerful than words. Parents who are obviously under the spell of advertisers, impulsively buying what they want when they want it, will find it more difficult to deal with their children's demands.

## GO EASY ON YOURSELF

Dealing with your children's purchase requests in a rational and calm manner is not always an easy task. There may be times when you find yourself shouting a terse "NO". There may be times when your child will not accept your refusal to buy an item, no matter how diplomatically you have phrased it, and proceeds to demonstrate his/her own vocal talents. Go easy on yourself at times like these. A few encounters that do not end precisely as you want them to do not make a failure as a parent. Keep at it! Your continuing efforts will make a difference in the long run.

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# Children's Advertising Regulations & Codes

Manufacturers do not wish to alienate customers by advertising their products in a way that offends people. Stores do not wish to lose customers because of their marketing techniques. TV stations depend on their audiences to sell commercial time. If they lose audiences by running certain advertisements, they want to know. Let your voice be heard. You will be surprised at how powerful it can be.

In addition to contacting manufacturers, retailers and broadcasters, write to The Advertising Standards Council. This Council operates the "Broadcast Code for Advertising to Children." All children's advertising on Canadian radio and TV stations must comply with the "Code." Write to the Council for a copy of the "Code" or to complain about advertising. The address is: Children's Advertising Section, Advertising Standards Council, Suite 302, 1240 Bay Street, Toronto, Ontario M5R 2A7.

If you think that an advertisement has gone beyond merely convincing the public to downright misleading them, contact Consumer & Corporate Affairs Canada. It administers the Combines Investigation Act which regulates misleading advertising.

People learn a lot from compliments too. When you see something you like, speak out. Ask for more of the same.

Parents should speak out about children's television programming as well as about advertising. Contact the Children's Broadcast Institute and Action for Children's Television.

Since 1974 the Children's Broadcast Institute has been promoting more and better TV programs for Canadian children. Write to them about their activities and materials at: Children's Broadcast Institute, 3 Charles Street West, Suite 202, Toronto, Ontario M4Y 1R4.

Action for Children's Television is an American organization founded in 1968. It is trying to encourage diversity and eliminate commercial abuses in children's television in the United States. Write to this address for a list of materials: Action for Children's Television, 46 Austin Street, Newtonville, Massachusetts 02160.

Finally, take advantage of the fact that children influence each other. Talk to your friends, family and neighbours about children's advertising and children's television. If other parents teach their children how to critically analyze advertising and TV programming, there will be less pressure on your children and you.

# TV Commercial Bingo

INSTRUCTIONS: This game can be played alone or with a friend. It is played while you are watching TV commercials. Use buttons, pennies, or dried beans for tokens. When you see what is in a square on the TV screen, place a token in that square. When you fill enough spaces to make a straight line -- up, down, across, or diagonal -- you win!

| | | | |
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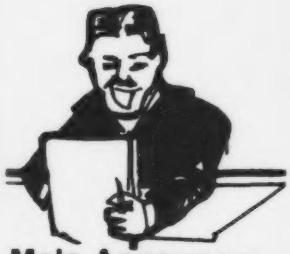
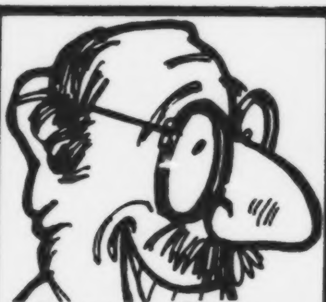
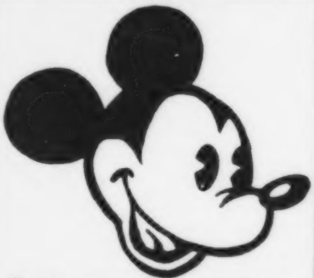
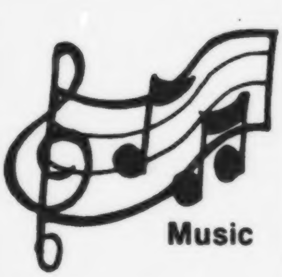
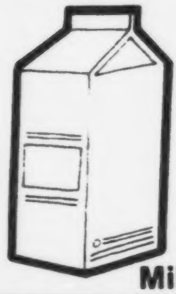
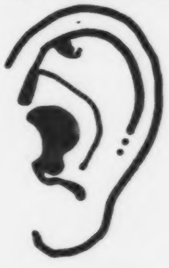
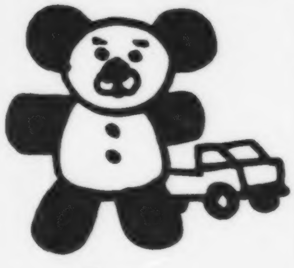
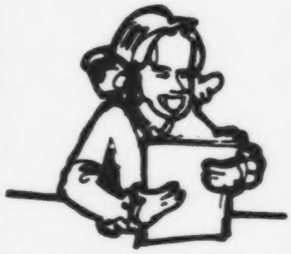
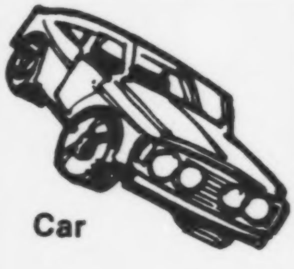
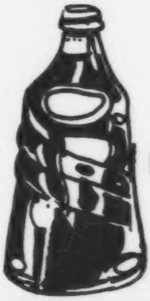
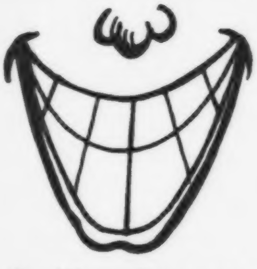
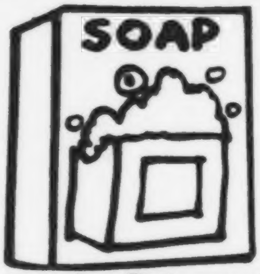
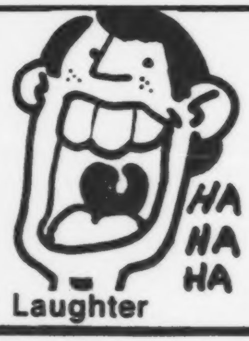
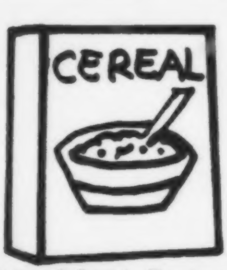
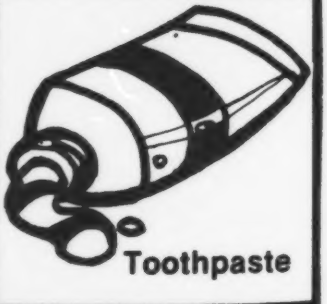
| <br>**Male Announcer** | <br>**Close-Up Shot** | <br>**Cartoon Character** | <br>**Music** |
| <br>**Milk** | <br>**Sound Effects** | <br>**Toys** | <br>**Female Announcer** |
| <br>**Car** | <br>**Pop** | <br>**Smiling Person** | <br>**Laundry Detergent** |
| <br>**Laughter** | **79¢**<br>**Price** | <br>**Breakfast Cereal** | <br>**Toothpaste** |

# TV Commercial Bingo

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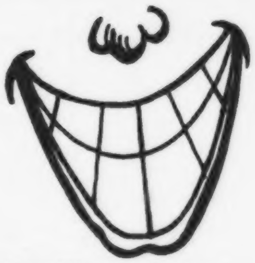
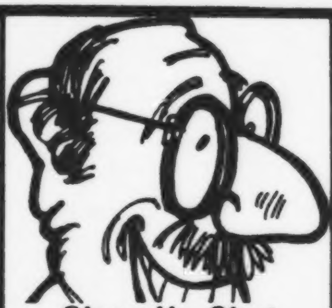
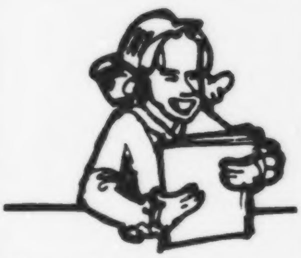
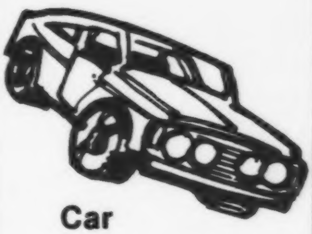
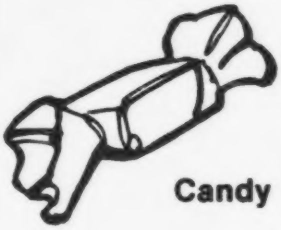
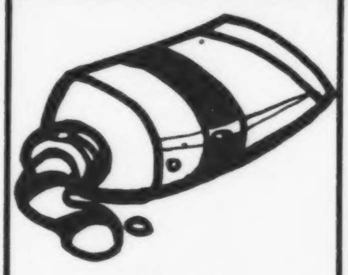
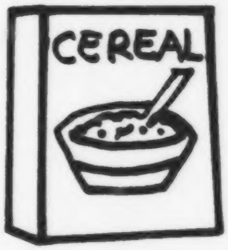
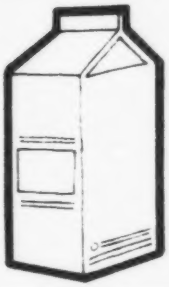
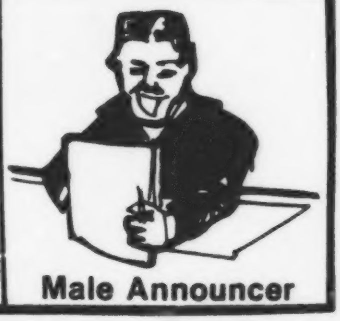
| <br>**Smiling Person** | <br>**Close-Up Shot** | <br>**Female Announcer** | <br>**Pop** |
| <br>**Sound Effects** | <br>**Music** | <br>**Car** | <br>**Hair Shampoo** |
| <br>**Candy** | <br>**Toothpaste** | <br>**Breakfast Cereal** | <br>**Fruit Juice** |
| <br> <br>**Laughter** | <br>**Milk** | **79¢**<br>**Price** | <br>**Male Announcer** |

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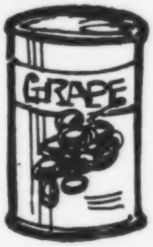
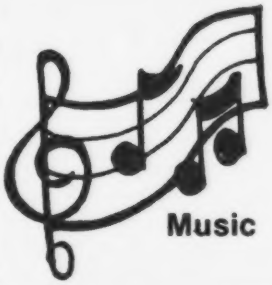
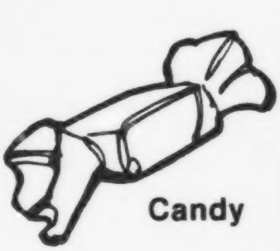
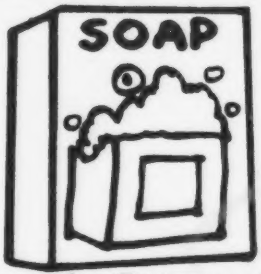
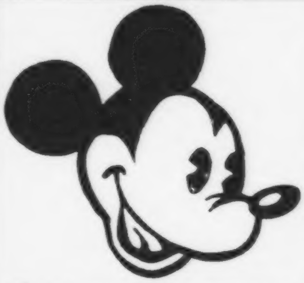
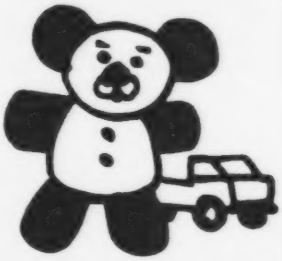
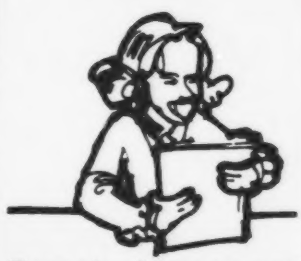
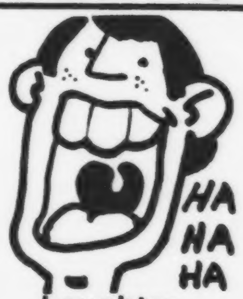
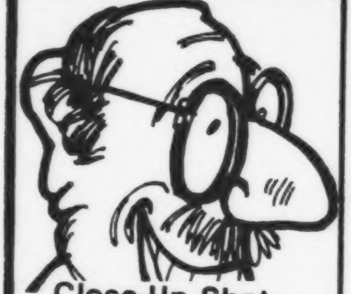
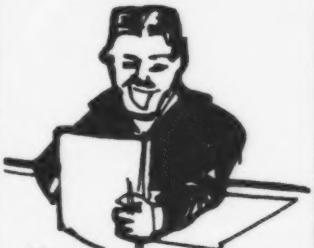
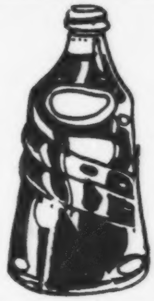
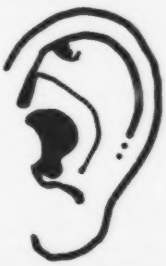
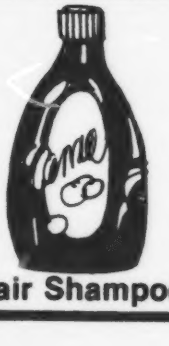
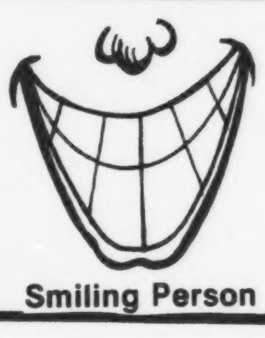
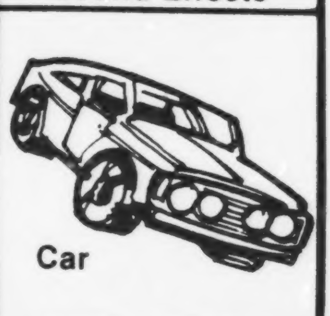
|  Fruit Juice |  Music |  Candy |  Laundry Detergent |
|  Cartoon Character |  Toys |  Female Announcer |  Laughter |
|  Close-Up Shot |  Male Announcer |  Pop |  Sound Effects |
|  Hair Shampoo |  Smiling Person | 79¢<br>Price |  Car |

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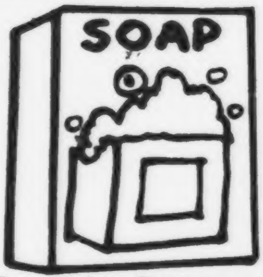
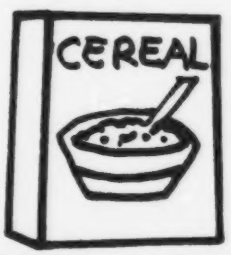
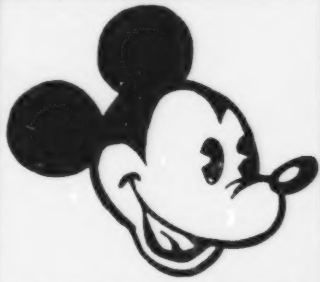
| <br>**Laundry Detergent** | <br>**Breakfast Cereal** | <br>**Pop** | **79¢**<br>**Price** |
| <br>**Female Announcer** | <br> <br>**Laughter** | <br>**Cartoon Character** | <br>**Sound Effects** |
| <br>**Hair Shampoo** | <br>**Male Announcer** | <br>**Music** | <br>**Toothpaste** |

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# SEND FOR YOURS TODAY

## HINTS FOR BUYING BY MAIL

Before you buy something by mail, be sure you know the following information:

- the total cost
- the size
- the material of which it is made
- how long it will last

Before you order the item, look around in local stores. If you can buy the item in your own town, you will not have to wait for it.

Tell your friends about the item you want to order. Maybe one of them has one. If so, ask him/her what s/he thinks of it. Ask him/her to show it to you.

Keep a record of your order. You can use the chart below.

RECORD OF ORDER

What are you sending for? ______________________________

How much does it cost? ______________________________

What is the number of the cheque or money order you are sending? ______________

On what date did you mail your order? ______________________

What is the name and address of the company? ______________________

______________________________________________________

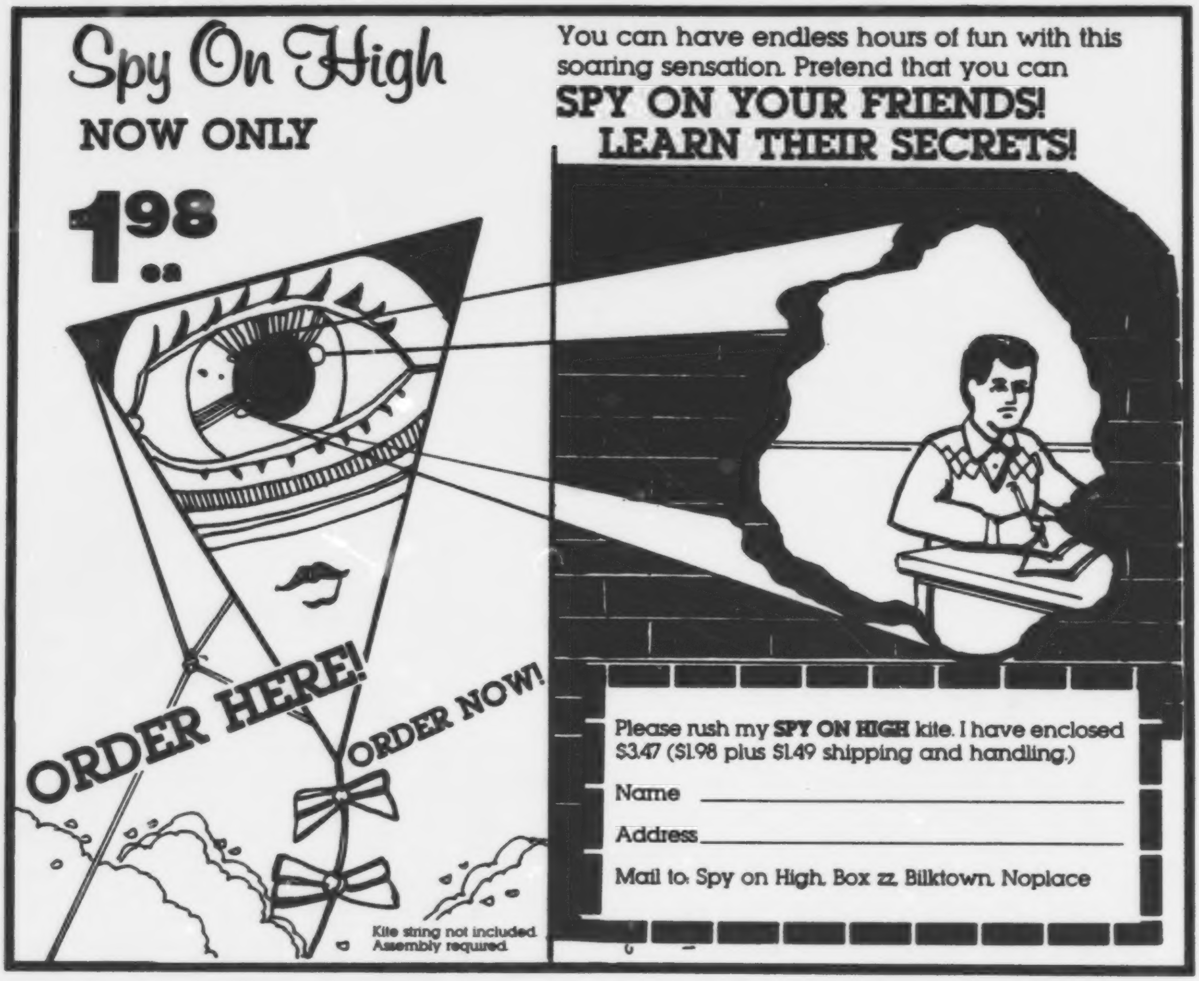
Where did you see the advertisement? ______________________

Tape or glue a copy of the advertisement in the space below.

# Would You Send For This Kite?

Read the ad for the Spy On High kite, then answer the questions below. The correct answers are at the bottom of the page.

1. Some information that you need to make a good buying decision is missing from this ad. What is it?
2. Does the kite come ready to fly?
3. What is the total cost of the kite?
4. What "word tricks" are there in this ad?



Spy On High

NOW ONLY

1.98 ea

You can have endless hours of fun with this soaring sensation. Pretend that you can

**SPY ON YOUR FRIENDS!**

**LEARN THEIR SECRETS!**

ORDER HERE!

ORDER NOW!

Please rush my **SPY ON HIGH** kite. I have enclosed $3.47 ($1.98 plus $1.49 shipping and handling.)

Name ____________________

Address ____________________

Mail to: Spy on High, Box zz, Bilktown, Noplace

Kite string not included.
Assembly required.

**ANSWERS:**

1. The ad does not say how big the kite is. It does not say of what material the kite is made. It does not give the name of the company that is selling the kite.
2. No. Kite string is not included, and you have to put the kite together. The drawing might fool you because it shows the kite put together. It also shows kite string attached to the kite.
3. $3.47
4. The drawing of the kite might make you think that you can really spy on your friends. The words "you can spy on your friends" might also make you think this. Even though the word "pretend" is in smaller type, it is the most important word in the sentence. You cannot really spy on your friends. You can only PRETEND.

   The words "Now only $1.98" might be another trick. These words might make you think that you are getting a bargain. To know if this is really a bargain price, you would have to shop and compare. Remember too that the total price is $3.47 not $1.98.

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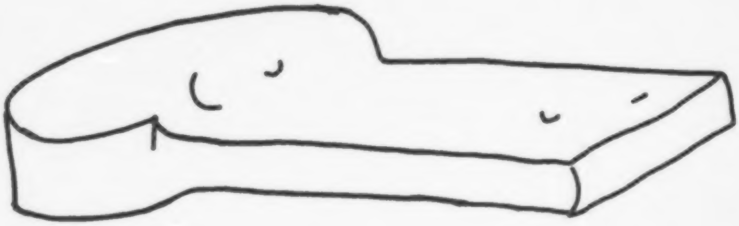
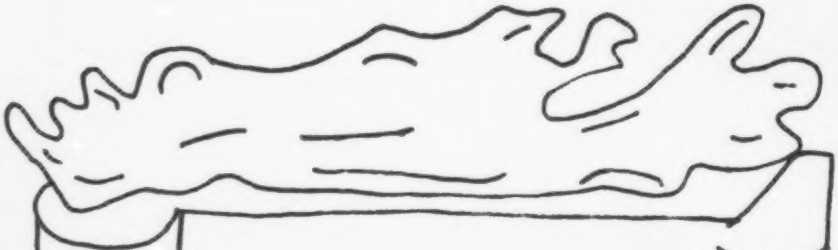
# Super Sandwich

Make the filling for this SUPER STUPENDOUS SANDWICH.

Create a magazine ad to promote this product.

You may wish to cut this sandwich out and use it in your ad.





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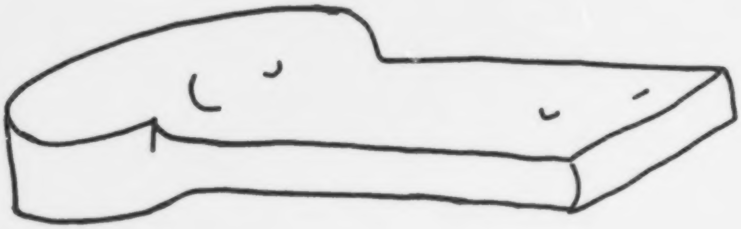

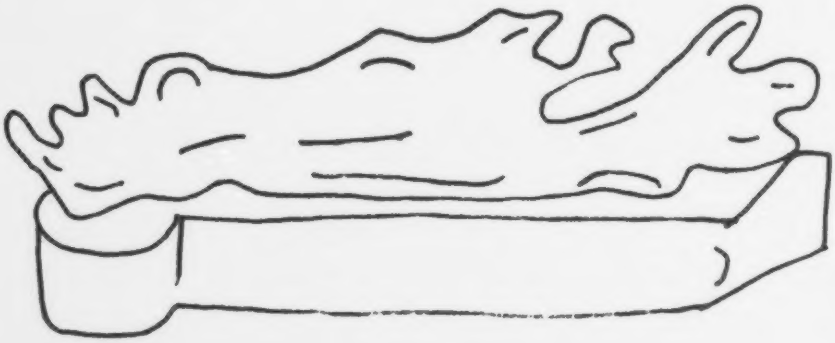

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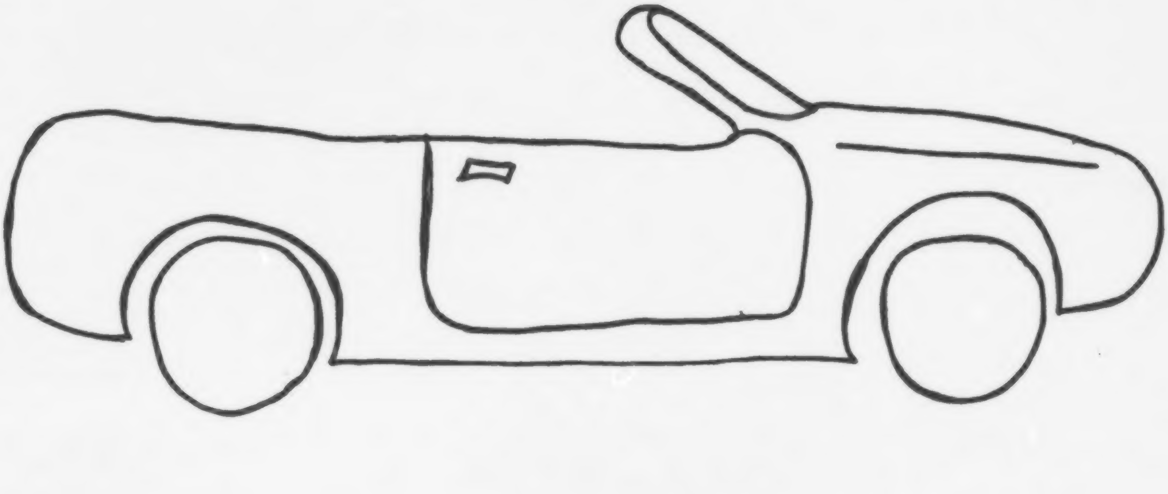
# Mean Machine

Change this car into the car of your dreams by drawing in special designs and features.

Draw yourself driving the car and include other details such as scenery and people.

Make a tape of a radio commercial to sell your car.



# Bibliography: Resources on Children and Advertising

Teachers and instructors may wish to use the resources listed here. To borrow these and other materials, or for more specific information on any consumer matter, contact:

Consumer Information Centre
Saskatchewan Consumer and Commercial Affairs
1871 Smith Street
Regina, Saskatchewan
S4P 3V7
Telephone: 565-5578

## Books

1. The ACT Guide to Children's Television: or How to Treat TV with T.L.C. by Evelyn Kaye. Beacon Press, 1979.
2. Advertising Unit: Consumer Education Unit for Early Childhood by Leona LaCroix. Child Focus Co., 1975.
3. The Early Window: Effects of Television on Children and Youth by Robert M. Liebert. Pergamon Press, 1973.
4. The Effects of Television Advertising on Children: Preview and Recommendations. D.C. Heath, 1980.
5. How Children Learn to Buy: the Development of Consumer Information Processing Skills by Scott Ward. Sage Publications, 1977.
6. How to Turn Lemons into Money: a Child's Guide to Economics by Louise Armstrong. Harcourt Brace Jovanovich, 1976.
7. Let's Go to a Supermarket by Victoria L. Chapman. Putnam, 1971 (Picture book).
8. A Monster in the Mailbox by Sheila Gordon. Dutton, 1978 (Picture book).

## Films

9. Analyzing Advertising
Centron Educational Films, 1973
13 min., colour, 16mm.
Audience: Div. II and III

The film's purpose is to acquaint young students with some of the techniques used by commercial advertisers to influence consumer buying habits. Emotional advertising, celebrity endorsements, misleading advertising, and various media are examined.

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10. Seeing Through Commercials: a Children's Guide to T.V. Advertising
Vision Films, 1976
15 min., colour, 16mm.
Audience: Div. I and II

The message of the film is based on the premise that television advertising directed at children sometimes makes things look bigger and more exciting. A narrator shows examples of these devices and also how products can be made to look as if they are fun to own. Having viewed the film, children should be able to analyze the commercials directed at them and understand why they want the products shown on television.

11. The Six Billion $ $ $ Sell
Consumers Union, 1976
15 min., colour, 16mm.
Audience: Div. II (upper levels) and III

Produced by the Consumers Union, this film exposes techniques used in television advertising. The film uses clips from television commercials, interviews with children, comedy, animation, and an original pop theme song to show students how not to be taken in by TV commercials.

12. Soopergoop
Churchill Films, 1976
13 min., colour, 16mm.
Audience: Div. I - IV, suitable for parents

The making of a TV commercial for a sugared cereal, "Supergoop", is the subject of this film. It portrays a rather wicked adman, Charlie, who schemes with Rodney the actor to produce a spot that will really sell Supergoop to the kids. The message is that commercials encourage children to buy things they otherwise wouldn't want. The animation is lively and entertaining.

13. Spend, Spend
BFA Educational Media, 1971
11 min., colour, 16mm.
Audience: Div. II and III

A young boy spends his savings on an irridescent-green, scale-model sports car. It then falls to pieces in the course of one evening's workout. Discouraged, he asks his friend, the garage mechanic, for counsel - and gets it! "Put it in a box and send it back...If people were allowed to sell junk like that, look at the mess we'd be in!" Sensible and obvious advice, but the contradicting closing camera shot is worth its weight in consumer protection pamphlets.

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## Teaching Kits

14. Advertising Helps Good Things Happen. Do You Agree? A Teacher's Guide to a Resource Unit in Consumer Education
Consumer Education Curriculum Committee. Peace River S.D. No. 10, 1977
Kit (folder)
Audience: Div. II and III

Although developed for Grade six, the unit can be adapted for other grade levels. The unit is divided into 10 parts or themes. A 41-page teacher's guide gives background information and lists suitable classroom activities. Twenty-eight activity masters ("student pages") are included. The information is relevant to the Saskatchewan situation.

15. Alice in Consumerland
January Productions, 1974
Kit (5 filmstrips and cassettes)
Audience: Div. I

The purpose of this series is to introduce to primary children the problems they encounter or will encounter as consumers. Appealing cartoon characters of "consumed" products tell stories about their background to Alice, and she learns about becoming a wise consumer and a smarter shopper. Contents include: 1. When there's a hole in your pocket (budgeting); 2. And this little bottle went to market (distribution); 3. Fables and labels (comparison shopping); 4. Catch a commercial (TV advertising); and 5. When things don't work (complaints).

16. Idea Bank of Consumer Education Learning Activities for K to 6
Manitoba. Department of Education, 1977
Binder (391 p.)
Audience: K, Div. I and II

This binder is full of ideas for integrating consumer-related topics into art, language arts, social studies, mathematics, physical education, music, science, and health and nutrition education. Separate sections on interest starters, financial planning,life skills and role playing are also included. Each topic or section begins with objectives, and contains learning activities, background information and available resources. The "idea bank" was developed by a number of Manitoba teachers and summer employment students co-ordinated by Grace Parasuik, Consultant with the Manitoba Department of Education.

17. Insights into Consumerism; TV - impact on Children: What are the Issues.
J.C Penney, 1979
Kit (folders, poster, fact sheets)
Audience: Div. I and II

The kit looks at the pros and cons of children's television programs and advertising.

....4

18. Learning about Consumer Education
Audio-Visual Instructional Devices, 1974
Kit (4 filmstrips and cassettes)
Audience: Div. I

The series illustrates for the young child the importance of spending money wisely, the responsibilities inherent in purchasing power and disappointment which results from a poor judgment in purchasing. The filmstrips are entitled: 1. Mail order coupons; 2. Novelty buying; 3. Commercials on television; and 4. Department store shopping.

19. Let the Buyer Beware
Eyegate House, 1971
Kit (6 filmstrips and cassettes)
Audience: Div. II

The producers of this program believe that just as languages are taught early, consumer education should begin at an early age, so that alertness and awareness in the marketplace will become second nature to the child. Titles included are: 1. Everything is not what it appears to be; 2. Can you believe advertising?; 3. Johnny has one; 4. Measures, values and bargains; 5. Use, quality and service; and 6. Is it safe?

20. You, the Consumer
Society for Visual Education, 1974
Kit (4 filmstrips and cassettes)
Audience: Div. II

Topics covered include: the relationship among production, advertising and consumption; the influence of advertising; marketing analysis; and buying habits.

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# Section V
# Food Advertising Guide

One quarter of all the advertising we see is for food.[1] The purpose of this advertising is two-fold:

1) to condition consumers to purchase a particular brand name product when they are shopping, and
2) to attract consumers to a particular store to purchase the weekly sale items (and then, hopefully, all their other grocery needs).

This segment of the kit focuses attention on the highly advertised food products and the items that are purchased while shopping and shows you how to use this knowledge of advertising in a systematic way to get maximum savings on food. Included in this section are:

If You Are What You Eat, Are You What
You See on T.V.?
Mother Hubbard's Cupboards
Food Advertising - Make It Work for You
Bibliography

"If You Are What You Eat, Are You What You See on T.V.?" provides statistics that summarize the most highly advertised food products and the amounts of these foods that the average consumer eats.

"Mother Hubbard's Cupboards" is a form on which to list the brand names of foods, paper products and cleaners (which were probably purchased while shopping for groceries) that are found in the various cupboards in the house. You can use the form to evaluate if the decision to buy a product was based on an analysis of quality and price or was influenced by brand name advertising.

"Food Advertising - Make It Work for You" supplies charts on which consumers can keep track of the weekly sales at various grocery stores. Because these sales go in regular cycles, consumers can record the best prices the items will be offered at and can predict when these items will next go on sale. This systematic approach makes use of food advertising to save consumers 30-40% on their grocery bill.

An awareness of the presence of advertising and its subtle influence can become an extremely useful tool for consumers. A saving of 30-40% on the grocery bill is an effective means to combat rising food prices. Consumer awareness means consumer savings.

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[1] Anthony Gallo, John Connor & William Boehm, "Mass Media Food Advertising," National Food Review, Winter, 1980, p. 10.

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# If You Are What You Eat, Are You What You See on T.V.?

## What You See

We see or hear 80-125 food ads per day.[1]

On television, the most effective commercials use evocative scenes for their food ads. Happy families picnicing together, people laughing in an amusement park, recreational setting. Funny cartoons that charm and beguile us...[2]

On week-days, nearly 70% of all food advertising (on television) is for non-nutritive beverages, sweets, oils, fats and margarine, baked foods, snacks and relishes.

On week-ends, junk food advertising takes up 85% of all food advertising.[3]

After coffee, soda pop is the most popular beverage and the most advertised food...Over 60% of all soda sold...is cola. More cola is consumed...than milk![4]

Advertisers spend twice as much money advertising soft drinks as they spend on dairy products, fruit and vegetables, unprocessed meat, poultry, fish and eggs combined.[5]

(Even) the package that food comes in is very important...(Crisco oil is) sold in bottles that have an hourglass shape. The bottle is 'thin in the waist'... this helps to overcome the resistance of weight-conscious women who know that oil is fattening.[6]

Breakfast cereals have an advertising intensity ratio (AIR) of 9.3, the highest of any food. The AIR compares the amount of advertising for a food to that food's importance in the Consumer Price Index (C.P.I.). A ratio of 1 indicates that the amount of advertising for that product equals the amount spent in the family budget. If the ratio is greater than 1, then there is more advertising for that product than what an average family spends. The chart on the next page lists the food product categories and the advertising intensity ratio of each:

| Food Product Category | Advertising Intensity Ratio |
|---|---|
| Breakfast cereal | 9.3 |
| Flour mix products | 4.6 |
| Ice cream, candy, desserts | 3.7 |
| Oils and salad dressings | 3.6 |
| Soup, baby and prepared foods | 3.5 |
| Soft drinks | 2.3 |
| Cookies, crackers, chips, snacks | 1.9 |
| Coffee | 1.7 |
| Sugar, syrup, jellies | 1.2 |
| Bread and rolls | 1.1 |
| Rice and Pasta | 1.0 |
| Canned and processed meat, poultry, fish | .7 |
| Restaurants | .6 |
| Milk, butter, cheese | .4 |
| Fruits and vegetables | .3 |
| Unprocessed meat, poultry, fish and eggs | .0 |

## What You Eat

In 1977, according to the U.S. Government, each person consumed:

| | |
|---|---|
| 100 | pounds of refined sugar |
| 55 | pounds of fats and oils |
| 300 | cans of soda pop |
| over 200 | sticks of chewing gum |
| over 20 | gallons of ice cream |
| 18 | pounds of candy |
| 5 | pounds of potato chips |
| over 2 | pounds of popcorn, pretzels and snacks |
| 63 | dozen doughnuts |
| over 50 | pounds of cakes and cookies[7] |

According to the statistics of what is highly advertised and what is seldom advertised, it is not surprising that each person consumes large quantities of food high in sugar, fats and oils.

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[1] Anthony Gallo, John Connor & William Boehm, "Mass Media Food Advertising," National Food Review, Winter, 1980, p. 10

[2] Michael S. Lasky, The Complete Junk Food Book (Toronto: McGraw-Hill Book Company, 1977) p. 20

[3] Ibid, p. 24

[4] Ibid, p. 34 & 35

[5] Anthony Gallo, John Connor & William Boehm, "Mass Media Advertising," p. 11

[6] Michael S. Lasky, The Complete Junk Food Book, p. 12

[7] Ibid, p. xvii

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# Mother Hubbard's Cupboards

"Brand names are the most potent advertising tool food companies have...One purpose of repeated advertising for any product is to entice us not only to buy a particular type of product but to accept a certain brand name as the almighty... (All of this advertising) is not so much to sell as to presell, to precondition the consumer so that when the moment of purchase comes, s/he will choose that brand."[1]

Below is a chart for consumers to list the brand names of packaged foods, paper products and cleaners found in various rooms of the house. Because the influence of advertising is very subtle, its pressure on the decision to buy may not be recognized. The chart asks you to evaluate what influenced your decision to buy, whether or not the product is advertised and is the best buy on the market. If you discover that you did not make a conscious decision to buy a certain brand on the basis of quality and price and if the product is advertised, it is likely that the advertising influenced the purchase. This can serve as an aid for consumers to get the best buy on the market.

| Brand names of packaged foods in the cupboard | Why did you buy this product | Is it advertised | Is it the best buy |
|---|---|---|---|
| 1. canned vegetables | | | |
| ____________________ | | | |
| ____________________ | | | |
| ____________________ | | | |
| 2. macaroni & cheese dinners | | | |
| 3. cereals | | | |
| ____________________ | | | |
| ____________________ | | | |
| 4. canned fish | | | |
| 5. cookies | | | |
| ____________________ | | | |
| ____________________ | | | |
| 6. peanut butter | | | |
| 7. snack foods(pretzels,potato chips) | | | |
| ____________________ | | | |
| ____________________ | | | |

| Brand names of packaged foods in the cupboards | Why did you buy this product | Is it advertised | Is it the best buy |
|---|---|---|---|
| 8. crackers | | | |
| ____________________ | | | |
| ____________________ | | | |
| 9. soup | | | |
| 10. rice | | | |
| 11. oil | | | |
| 12. flour | | | |
| 13. sugar | | | |
| 14. puddings & jelly | | | |
| 15. syrup | | | |
| 16. pasta/noodles | | | |
| 17. coffee | | | |
| 18. tea | | | |
| 19. chocolate drink mix | | | |
| 20. dry soup mix | | | |
| 21. canned juice | | | |
| ____________________ | | | |
| ____________________ | | | |
| 22. canned fruit | | | |
| ____________________ | | | |
| ____________________ | | | |
| 23. other | | | |
| 24. other | | | |
| 25. other | | | |

| Brand names in laundry room | Why did you buy this product | Is it advertised | Is it the best buy |
|---|---|---|---|
| 1. detergent | | | |
| 2. liquid bleach | | | |
| 3. stain remover | | | |
| 4. fabric softener | | | |
| 5. dry bleach | | | |

| Brand names of cleaners under the sinks | Why did you buy this product | Is it advertised | Is it the best buy |
|---|---|---|---|
| 1. furniture polish | | | |
| 2. sink cleaner | | | |
| 3. chrome cleaner | | | |
| 4. dish soap | | | |
| 5. scouring pads | | | |
| 6. drain cleaner | | | |
| 7. window cleaner | | | |
| 8. floor cleaner | | | |
| 9. floor wax | | | |
| 10. disposable cloths | | | |

| Brand names of packaged food in the refrigerator or freezer | Why did you buy this product | Is it advertised | Is it the best buy |
|---|---|---|---|
| 1. ketchup | | | |
| 2. mustard | | | |
| 3. salad dressing | | | |
| 4. cheese | | | |
| 5. butter/margarine | | | |
| 6. milk | | | |
| 7. frozen vegetables | | | |
| 8. frozen juice | | | |
| 9. frozen french fries | | | |
| 10. frozen fish | | | |
| 11. ice cream | | | |
| 12. weiners | | | |
| 13. T.V. dinners | | | |
| 14. soft drinks | | | |
| 15. mayonnaise | | | |
| 16. barbecue sauce | | | |
| 17. other | | | |
| 18. other | | | |
| 19. other | | | |
| 20. other | | | |

| Brand names of paper products & plastics in kitchen & bathroom | Why did you buy this product | Is it advertised | Is it the best buy |
|---|---|---|---|
| 1. paper towel | | | |
| 2. sandwich bag | | | |
| 3. paper napkins | | | |
| 4. plastic wrap | | | |
| 5. tin foil | | | |
| 6. wax paper | | | |
| 7. toilet paper | | | |
| 8. facial tissue | | | |
| 9. garbage bags | | | |
| 10. lunch bags | | | |

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[1] Michael S. Lasky, The Complete Junk Food Book, p. 11

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# Food Advertising
# Make It Work For You

As one way of ensuring you are getting value for your food dollar, you may wish to keep track of the sale price of food items you usually buy. This booklet "Market Master" outlines one suggestion for doing this.

Introduction

1. A majority of food shoppers remember the correct price on only a few of the hundreds of items they buy each month. For example, a recent study conducted in the United States revealed that less than ¼ of food shoppers could come within 5% of guessing the correct price of a well advertised food product usually found in their weekly food basket.[1] Special selling techniques such as price juggling (2/67¢ this week and 3/79¢ next week) tends to pave the way for further confusion and even less "price consciousness".

2. Over 50% of all purchases made in stores are made on impulse. Lack of awareness of prices, the layout of the store, packaging, shelf location, and hand written feature signs are some of the techniques used by the store to encourage the consumer to purchase often unwanted and unneeded items.

3. Over 60% of shoppers do not make shopping lists and those who do, rarely stick to them. Thus the shopper has few defences against the selling techniques used by the store to tempt them to impulse buy.

4. Weekly advertised "specials" are one of the more effective selling techniques used by the supermarket. "Specials" are used to lure consumers into a particular store to buy a particular item and thus hopefully tempt them to stay to do all their weekly shopping.

5. However, weekly advertised specials can be used to the consumer's advantage. Consider the following points:
   a) most of the products used in your home go on "special" at some time or another.
   b) top grade names are often offered at better prices than buying in bulk or limiting yourself to "no-name" products.
   c) these same products are rotated through the supermarket's "special cycle" every 3 to 4 weeks.
   d) these weekly advertised specials have three price levels: shelf price, special prices and super special or BEST PRICE. To get the best value for your food dollar you will always want to buy food at the lowest price possible which is the super special or best price.

The Market Master booklet gives the consumer the opportunity to keep track of these special prices so as to buy a food item when it is offered at its BEST or lowest price.

## Instructions

This booklet contains the following:

1) a set of instructions
2) 8 shopping sheets. Each shopping sheet represents a different category: produce, non-foods, canned-packaged foods, meat, dairy-frozen. Individual items are listed in the left hand vertical column with spaces being left for additions or personal preferences. Beside the items column is a "units" column and beside that a column for recording your "Best Prices". Across the top is a column for the names of your nearest/ preferred supermarket.

## Week One

1. Use one copy of each of the 8 different shopping sheets.
2. Collect the newspaper/flyer ads sent out by the supermarkets or food stores in your area.
3. Work on only one store at a time. Pencil in the store's name in a space at the top of the page. Select the products your family use and enter the advertised special prices and units on the appropriate shopping sheet.
4. Repeat this process for any other stores you may shop at.
5. Circle the Best/Lowest Price for each special. Each shopping sheet should look like the following example.

| | UNITS | BEST PRICE | BLAH-BLAH'S | SOVEREIGN | SUPER DEAL | OK WAY |
|---|---|---|---|---|---|---|
| PRODUCE | | | | | | |
| BEANS | LB. | | .65 | | | .45 |
| BEETS | BUN. | | .45 | .49 | .49 | .55 |
| BROCCOLI | LB. | | .69 | .39 | .79 | .89 |
| CABBAGE | EA. | | .25 | .29 | .39 | .35 |

If you wish, you should now be able to determine a partial shopping list from your circled "Best Prices".

6. This "Best Price" is your written record of the lowest price for those products advertised in Week One's ad. In the following 2 or 3 weeks you will be establishing and adding more and more Best Prices. Soon you will have a Best Price established for most of the products you usually use.

## Week Two

1. Transfer all the circled Best Prices from Week One to the Best Price columns on the new sheets.
2. Repeat Week One procedure 2 to 5.
3. Because different products have appeared on special this week, your Best Price knowledge and record has increased.

## Week Three

1. Repeat all the procedures from Week One.

## Week Four

1. Repeat all the procedures for Week Three.
2. By now you should have the "Best Price" information for over 90% of the products listed on your shopping sheets. Some of the specials from Week One should by now start to be repeated in the ads. This may even occur as early as Week Three. You should by now have a fully operational Market Master system. By constantly using the Best Price reference information you collect weekly, you should be able to control your grocery expenses.

## Additional Information

1. The Best Price method of buying food operates best with 2 or more stores available to the consumer. Even if only 2 stores are used, this sytem shows which store best suits the consumer's needs. If there is only one store available, the Market Master system can still be an effective way of keeping track of prices. However, the consumer's menu/diet will be limited because it is closely tied to the cycles in only one store. As well, the difference in the BEST PRICES will not be as great, thus the saving will not be as large.
2. To use this system the consumer does not need to change their eating habits, only their shopping habits...to buying as many food products at super special prices as possible.
3. Most shopping trips take 30 minutes. Every minute over 30 adds $1.00 to the bill of the average shopper. The longer you spend in the store, the more likely you are to give in to the techniques used to encourage you to impulse buy.
4. Avoid impulse buying-Stick to your list or the savings you realized by careful pre-store planning will quickly disapper.
5. An alert informed shopper can expect to save 10-20% of their food bill by using the "Best Price" purchasing method.

This version of Market Master was adapted from the Market Master system developed by Bill Oldfield of Kitchener, Ontario.

For more information on how to secure a complete Market Master package, as developed by Mr. Oldfield, please refer to the Bibliography.

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[1] Nutrition Action, "How Stores Manipulate You", November 1979, page 14.

MEATS

| BEEF |  | UNITS | BEST PRICE |  |  |  |  |
|---|---|---|---|---|---|---|---|
|  | Blade Roast |  |  |  |  |  |  |
|  | Cross Rib |  |  |  |  |  |  |
|  | Prime Rib |  |  |  |  |  |  |
|  | Rump |  |  |  |  |  |  |
|  | Sirloin |  |  |  |  |  |  |
|  | Standing Rib |  |  |  |  |  |  |
|  | Chuck Steak |  |  |  |  |  |  |
|  | Round |  |  |  |  |  |  |
|  | Sirloin |  |  |  |  |  |  |
|  | T-Bone |  |  |  |  |  |  |
|  | Ground Beef reg. |  |  |  |  |  |  |
|  | Ground Beef lean |  |  |  |  |  |  |
|  | Liver |  |  |  |  |  |  |
|  | Short Ribs |  |  |  |  |  |  |
|  | Stewing Beef |  |  |  |  |  |  |
|  | Beef Sausage |  |  |  |  |  |  |
|  | Garlic Sausage |  |  |  |  |  |  |
|  | Corned Beef |  |  |  |  |  |  |
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| MISC. |  |  |  |  |  |  |  |
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| FISH |  |  |  |  |  |  |  |
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| MEATS<br>PORK | | UNITS | BEST PRICE | | | | |
|---|---|---|---|---|---|---|---|
| | | | | | | | |
| | Bacon - piece | | | | | | |
| | Bacon - lb. | | | | | | |
| | Butt Roast | | | | | | |
| | Loin | | | | | | |
| | Picnic/ham | | | | | | |
| | Chops | | | | | | |
| | Shoulder roast | | | | | | |
| | Spare ribs | | | | | | |
| | Sausage | | | | | | |
| | Dinner ham | | | | | | |
| | Wieners | | | | | | |
| | Bologna | | | | | | |
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| POULTRY | Chicken - roast | | | | | | |
| | - fry | | | | | | |
| | - breasts | | | | | | |
| | - thighs | | | | | | |
| | - wings | | | | | | |
| | - legs | | | | | | |
| | - fowl | | | | | | |
| | - livers | | | | | | |
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PRODUCE

VEG.

|  | UNITS | BEST PRICE |  |  |  |  |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| Beans |  |  |  |  |  |  |
| Beets |  |  |  |  |  |  |
| Broccoli |  |  |  |  |  |  |
| Cabbage |  |  |  |  |  |  |
| Carrots |  |  |  |  |  |  |
| Celery |  |  |  |  |  |  |
| Corn |  |  |  |  |  |  |
| Cucumbers |  |  |  |  |  |  |
| Lettuce |  |  |  |  |  |  |
| Mushrooms |  |  |  |  |  |  |
| Onions - green |  |  |  |  |  |  |
| Onions - cooking |  |  |  |  |  |  |
| Peas |  |  |  |  |  |  |
| Peppers |  |  |  |  |  |  |
| Potatoes |  |  |  |  |  |  |
| Radishes |  |  |  |  |  |  |
| Spinach |  |  |  |  |  |  |
| Squash |  |  |  |  |  |  |
| Tomatoes |  |  |  |  |  |  |
| Turnips |  |  |  |  |  |  |
| Parsnips |  |  |  |  |  |  |
| Avocados |  |  |  |  |  |  |
| Cauliflower |  |  |  |  |  |  |
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PRODUCE

FRUITS

| | UNITS | BEST PRICE | | | | |
|---|---|---|---|---|---|---|
| Apples | | | | | | |
| Bananas | | | | | | |
| Grapes | | | | | | |
| Grapefruit | | | | | | |
| Lemons | | | | | | |
| Oranges | | | | | | |
| Peaches | | | | | | |
| Pears | | | | | | |
| Plums | | | | | | |
| Kiwi | | | | | | |
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CANNED GOODS

|  | UNITS | BEST PRICE |  |  |  |  |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| Juice - Apple |  |  |  |  |  |  |
| - Grape |  |  |  |  |  |  |
| - Grapefruit |  |  |  |  |  |  |
| - Tomato |  |  |  |  |  |  |
| - pineapple |  |  |  |  |  |  |
| - V8 |  |  |  |  |  |  |
| - Orange |  |  |  |  |  |  |
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| Soup - tomato |  |  |  |  |  |  |
| - mushroom |  |  |  |  |  |  |
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| Veg - beans/pork |  |  |  |  |  |  |
| - beans/green |  |  |  |  |  |  |
| - beans/kidney |  |  |  |  |  |  |
| - corn/cream |  |  |  |  |  |  |
| - corn/kernal |  |  |  |  |  |  |
| - mixed |  |  |  |  |  |  |
| - mushrooms |  |  |  |  |  |  |
| - peas |  |  |  |  |  |  |
| - tomatoes |  |  |  |  |  |  |
| - tomato paste |  |  |  |  |  |  |
| - tomato sauce |  |  |  |  |  |  |
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| CANNED GOODS | | UNITS | BEST PRICE | | | | |
|---|---|---|---|---|---|---|---|
| | | | | | | | |
| | Fruit - Pears | | | | | | |
| | - cocktail | | | | | | |
| | - apricots | | | | | | |
| | - pineapple | | | | | | |
| | - peaches | | | | | | |
| | - mandarin | | | | | | |
| | - apple sauce | | | | | | |
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| | | | | | | | |
| STAPLES | Rice | | | | | | |
| | Coffee | | | | | | |
| | Flour | | | | | | |
| | Noodles | | | | | | |
| | Sugar | | | | | | |
| | Tea | | | | | | |
| | Bread | | | | | | |
| | Oil | | | | | | |
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NON-FOODS

|  | UNITS | BEST PRICE |  |  |  |  |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| Bleach |  |  |  |  |  |  |
| Detergent - dish |  |  |  |  |  |  |
| - laundry |  |  |  |  |  |  |
| Garbage bags |  |  |  |  |  |  |
| Paper Towels |  |  |  |  |  |  |
| Paper Napkins |  |  |  |  |  |  |
| Plastic wrap |  |  |  |  |  |  |
| Tin foil wrap |  |  |  |  |  |  |
| Toilet paper |  |  |  |  |  |  |
| Wax paper |  |  |  |  |  |  |
| Facial tissue |  |  |  |  |  |  |
| Toothpaste |  |  |  |  |  |  |
| Softner salt |  |  |  |  |  |  |
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| DAIRY PRODUCTS | | UNITS | BEST PRICE | | | | |
|---|---|---|---|---|---|---|---|
| | Butter | | | | | | |
| | Cheese | | | | | | |
| | Cheese spread | | | | | | |
| | Cheese slices | | | | | | |
| | Chip Dip | | | | | | |
| | Cottage Cheese | | | | | | |
| | Eggs | | | | | | |
| | Margarine | | | | | | |
| | Sour Cream | | | | | | |
| | Yogurt | | | | | | |
| | Lard | | | | | | |
| | | | | | | | |
| | | | | | | | |
| FROZEN | Juice - lemonade | | | | | | |
| | - grape | | | | | | |
| | - orange | | | | | | |
| | - 5 Alive | | | | | | |
| | - grapefruit | | | | | | |
| | - apple | | | | | | |
| | Veg. - beans | | | | | | |
| | - corn | | | | | | |
| | - mixed | | | | | | |
| | - peas | | | | | | |
| | - cauliflower | | | | | | |
| | - brussle sp. | | | | | | |
| | - broccoli | | | | | | |
| | - fr. fries | | | | | | |
| | - bread dough | | | | | | |
| | | | | | | | |
| | Strawberries | | | | | | |
| | Ice Cream | | | | | | |
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# Bibliography: Resources on Buying Food

Teachers and instructors may wish to use the resources listed here. To borrow these and other materials, or for more specific information on any consumer matter, contact:

Consumer Information Centre
Saskatchewan Consumer and Commercial Affairs
1871 Smith Street
Regina, Saskatchewan
S4P 3V7
Telephone: 565-5578

## Books

1. Beware of the Food You Eat by Ruth Winter. Crown, 1971.
2. The Complete Junk Food Book by Michael S. Lasky. McGraw-Hill, 1977.
3. The Darlings: The Mystique of the Supermarket by Robert F. Chisholm. McClelland, 1970.
4. Diet for a Small Planet by Frances Moore Lappe. Ballantine Books, 1975.
5. Food: Fact and Folklore: Selected Sources by Alice Jenner. McClelland and Stewart, 1973.
6. Food First by Frances Moore Lappe. Mifflin, 1977.
7. Food For People, Not for Profit: A Source Book on the Food Crisis by Catherine Lerza. Ballantine Books, 1975.
8. Food: Where Nutrition, Politics and Culture Meet by Deborah Katz. Centre for Science in the Public Interest, 1976.
9. Hard to Swallow: Why Food Prices Keep Rising and What Can Be Done about It by Walter Stewart. Macmillan, 1974.
10. Health Foods: Facts and Fakes by Sidney K. Margolius. Walker, 1973.
11. Health Protection and Food Laws. Rev. ed. Canada. Department of National Health and Welfare. Food and Drug Directorate. Educational Services, 1979.
12. Nutriscore by Ruth Fremes. Methuen, 1976.
13. The Nuts and Bolts of Nutrition. Ontario Hospital Association, 1980.

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14. Supermarket Language: A Survival Vocabulary by Jim Richie. Janus, 1978.

15. The Supermarket Trap: The Consumer and the Food Industry by Jennifer Cross. Indiana University Press, 1976.

16. The Vitamin Book by the editors of Consumer Guide. Simon and Schuster, 1979.

17. What's to Eat: and Other Questions Kids Ask about Food. U.S. Government Printing Office, 1979.

## Films

18. Brand Names and Labeling Games
Benchmark Films, 1975
9 min., colour, 16mm.
Audience: Div. III, IV and adult groups

Comedian Marshall Efron compares brand names and private label brands of aspirin, flavor enhancer, and bleach. He invites the viewer to guess which is the better quality, lower price and best buy. His trying to outguess the size labeling on canned olives can be used as an introduction to reading labels in general. The film should be used in conjunction with Agriculture Canada's "Guide to Food Grades."

19. Eat, Drink and Be Wary
Churchill Films, 1975
15 min., colour, 16mm.
Audience: Div. III, IV and adult groups

Shoppers, homemakers, students and critics express their views about our eating habits. Processed foods, which now make up much of our diet, and the use of food additives are examined. The role of advertising in changing our food habits is also illustrated. The film encourages a good basic diet containing a high proportion of unprocessed, natural food.

20. Look Before You Eat
Churchill Films, 1977
22 min., colour, 16mm.
Audience: Div. III, IV and adult

In this film, our eating habits are critically examined. The amount of sugar, salt, fat and junk food in our diet is looked at in detail, and related to a number of major diseases. The roles of advertising and food industry promotion and how these affect our food choices are discussed.

21. Soopergoop
Churchill Films, 1976
13 min., colour, 16mm.
Audience: Div. I - IV, suitable for parents

The making of a TV commercial for a sugared cereal, "Supergoop", is the subject of this film. It portrays a rather wicked adman, Charlie, who schemes

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with Rodney the actor to produce a spot that will really sell Supergoop to the kids. The message is that commercials encourage children to buy things they otherwise wouldn't want. The animation is lively and entertaining.

22. Supermarket Survival Skills
Saskatchewan Consumer and Commercial Affairs, 1982
Videocassette 3/4 in., 23 min., colour
Audience: Adult, especially A.B.E.

A family takes a trip through the supermarket determined to lower the weekly grocery bill. Armed with consumer information from various sources, the shoppers show how some 32 survival skills can help save money. Skills discussed include reading labels, checking prices, checking for freshness, and buying proper quantities. Available on loan from the Consumer Information Centre or for taping from SaskMedia.

## Teaching Kits

23. Consumer Education: Helping Low Income People Make Buying Decisions (Series)
Pennsylvania State University
Cooperative Extension Service, 1976
Four Kits (11 filmstrips and cassettes)
Audience: Adult

The purpose of this series is to help families manage their present resources and stretch their money by becoming better buyers. Each filmstrip and cassette, along with printed background material, lesson plans and student activities, constitutes a separate lesson. The eleven lessons in the series have been divided into separate kits covering four topic areas: advertising, consumer protection, credit and food shopping. The following is one of the four kits:

Food Shopping (5 lessons)
How To Shop a Supermarket. A young homemaker takes the viewer on a tour of a supermarket. Store layout, mass displays, end displays, sales, and other techniques intended to make us purchase more are discussed.
The Special Shopper. Shopping specials sensibly can save about 10% a year on food bills. Two rules are stressed: buy when the items are on special and buy for future use.
Understanding Food Ads. A narrator describes the meaning of such terms in food ads as size, grade, quality and brands.
Brandwashed. The viewer learns about brand names and how to tell brands and quality apart.
Unit Pricing. The lesson explains unit pricing and how to use it to one's advantage.

24. Food Additives Kit.
Department of Health and Welfare,Canada
Health Protection Branch, 1979
Folder (pamphlets, 6 fact sheets, "Encyclopedia of Food Chemicals", "Resource Materials for Health Professionals", "Health Protection and Food Laws")
Audience: Div. IV and adult

Extensive background information is given on laws governing food additives, how Canadians feel about their use, what they are, how they are used and the foods they appear in.

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25. Food Basics
Canada. Department of Consumer and Corporate Affairs, 1979
Kit (slide-tape program, leader's guides to eight programs, and an envelope containing food-related pamphlets, posters, and samples of labels and packages).
Audience: Div. III, IV and adult

The purpose of the kit is to help consumers eat better for less. Although primarily intended for community leaders, the wealth of information and the flexible format make it useful for teenagers in classroom situations.

26. Food Price Dialogue
Canada. Department of Agriculture, 1979
Kit (slide-tape program, background paper, leader's guides to five topics, pamphlets).
Audience: Div. IV and adult

The purpose of the kit is to help give consumers a better understanding of the food and agriculture system in Canada and the factors affecting food prices in that system.

27. Food Talk
Canada. Department of Consumer and Corporate Affairs, 1978
Kit (Binder)
Audience: Div. III, IV and adult

This binder contains worksheets, pamphlets and background information on food, nutrition and shopping. All of the information is Canadian and most of the pamphlets may be ordered in class sets from the issuing agency. Saskatchewan Consumer and Commercial Affairs has added pamphlets and teaching aids to the kit.

28. Nutrition on the Run: Snacks and Fast Foods from Consumers Union
Guidance Associates, 1980
Kit (3 filmstrips, 3 cassettes, teacher's guide, activity booklets)
Audience: Div. III and IV

This kit provides a close look at the favourite foods and eating habits of young people today. It also offers factual product evaluations of the popular fast-food chains, and discusses food processing, fortification, additives and carcinogen testing. The kit encourages students to examine the nutritional soundness of their diets.

29. Nutrition - What's in It for You
J.C. Penney, 1974
Kit
Audience: Div. III and up

Students are to identify concerns and attitudes toward food, evaluate their own diets, learn more about nutrition and become aware of nutritional labelling. This kit may be used for group presentation or individualized instruction.

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30. Shop Hop: A Consumer Shopping Game
British Columbia. Department of Consumer and Corporate Affairs, 1979
Game
Audience: Age 9 to adult

The object of Shop Hop is to purchase all the items on the players' shopping list while keeping within the budgeted amount of money allotted each player.

31. Shopper's Choice: A Food Buying Game
Manitoba Department of Health and Social Development
Home Economics Directorate, n.d.
Simulation Game
Audience: Div. IV and adult

This simulation can be used in teaching food buymanship and nutrition. Such things as cost per serving, unit pricing, lower price alternatives, and planning meals are encountered by the players. Two to four people can play the game.

32. Winning the Grocery Game: Language and the Marketplace
Learning Seed Co., n.d.
Kit (3 filmstrips and 2 cassettes)
Audience: Div. III, IV and adult

This kit can be used in consumer education or language arts classes. Topics covered include: grocery store environments as persuasion tactics, label reading, and food additives. Students are encouraged to research, gather information first-hand, discuss, solve problems, and read critically. A teaching guide and book, Eater's Digest by Michael F. Jacobson, are included.

Saskatchewan
Consumer and
Commercial
Affairs

# A Buyer's Guide

Before making any purchase, evaluate your decision to buy to see if:

1) advertising has influenced your decision

2) there is a real or created need for the product

3) the product is the best buy on the market.

Some questions are posed which may assist you to analyze your decision and the influence that advertising may have had.

1. Analyse the influence and techniques of advertising:

   1. What prompted your decision to buy?

   2. What prompted your decision to buy this particular product or to shop at this particular store?

   3. How much time, energy and thought are you willing to spend making this decision?

   4. Did you choose this item because you were attracted by the package colour, size, pictures, shape, letters, name, prizes?

   5. Have you planned to spend your money in this way at this time (or is it an impulse)?

   6. If the product is advertised:
      - i) was the setting in the message something you would like to do or have?
      - ii) did the people in the ad look how you would like to look? Were they what you would like to be?
      - iii) were there cute kittens/kids/dogs in the ad?

2. Analyse the need for the product:

   1. Why do you need or want this?

   2. Are you purchasing this product to impress someone?

   3. Did you decide to buy this product when you were (lonely), (hungry), (angry), (sad), (elated), (depressed)?

4. Are you buying this because someone else has one?

5. Have you been promised more than a product? Are you buying this product to change your life?

3. Analyze the product.

   1. Where can the product be purchased? How do the prices at various stores compare?

   2. Where might you get objective, accurate information if you need it?

   3. Specifically, what qualities do you want this item to possess?

   4. How much are you willing to spend?

   5. If this exact item is not available, how much would you be willing to compromise?

   6. Is there a newer edition of this product?

   7. Is it the "best money can buy" or is it the best buy on the market?

   8. Will this item be going on sale?

   9. If a food product, have you read the list of ingredients?

   10. Is there a store brand with the same ingredients that is cheaper?

   11. Are the ingredients proven safe and effective?

   12. Does this product help you make good use of your resources, time, energy and money?

In summary, ask yourself:

1. Do I really need this product?
2. Is this product the best buy on the market?